

DEC. 30 1931

THE Publishers' Weekly

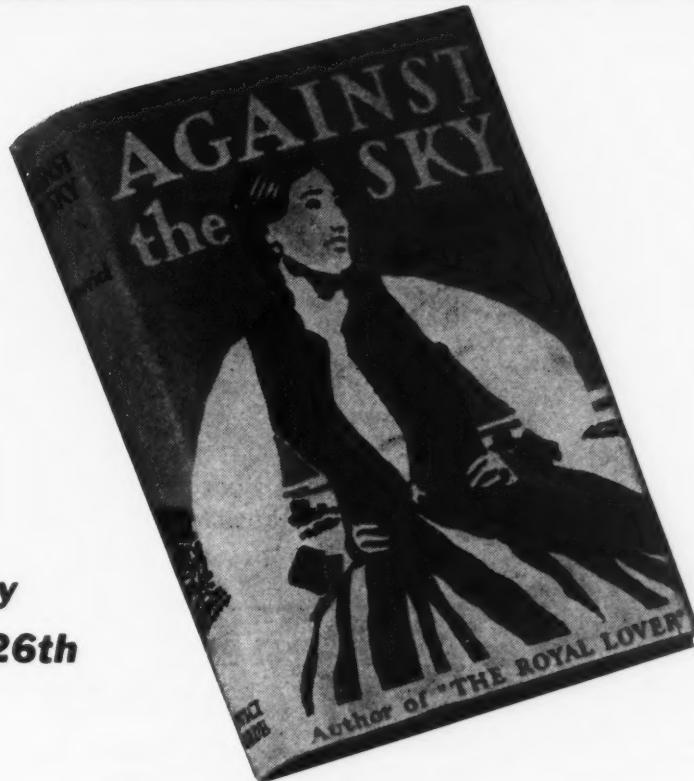
The American Book Trade Journal

62 West 45th Street, New York

VOL. CXX

NEW YORK, DECEMBER 26, 1931

No. 26



Ready
January 26th

\$2.50

Bercovici's gypsy stories have won him fame and a huge audience the world over. AGAINST THE SKY, his first full-length gypsy novel, will delight his thousands of loyal followers and gain for him a host of delighted new readers.

COVICI • FRIEDE • Publishers • 386 Fourth Ave., New York

Happy New Year!

*Let these 4 New STOKES Books
start it off well for you.*

They're the vanguard of our Spring list, which is: (1.) short; (2.) carefully — and enthusiastically — selected; (3.) alive with sales possibilities. Have you ordered?

THE CHINABERRY TREE

By Jessie Fauset

A powerful and dramatic new novel by the author of the successful "Plum Bun" and "There is Confusion." It portrays a group of modern negroes whose existence *few white people suspect . . .* colored Americans whose joy and rue may be worn with some differences—but is yet the same joy, the same rue, as that of the white American. Introduction by Zona Gale. *Dec. 31.* \$2.00

PRISONERS UNDER THE SUN

By Norbert Bauer

"Some people would rather go to hell," but instead . . . This distinctly unusual novel is a powerful fiction study of the effect of tropical exile on white men—the fascination, devastating loneliness, releasing of passions—above all the spell of the sun, which binds a man's spirit even when he can escape. *Coming Jan. 7.* \$2.00

THE TERROR IN EUROPE

By H. Hessell Tiltman

A book as timely as tomorrow's newspaper, and surpassingly interesting, is this well-documented exposure of certain astounding political conditions in Europe today—in Soviet Russia, Italy, Poland, Hungary, Jugo-Slavia, etc. It is sober *fact*, yet contains the most sensational revelations since the war. By the author of "J. Ramsay MacDonald." Illustrated. *Jan. 14.* \$3.75

GRAVE FAIRYTALE

By Esther Meynell

A novel you can sell to anyone who loves romance—or music—or the glamor of old Germany. The author, an Englishwoman, is a relative of Alice Meynell, the famous poet. *Coming Jan. 7.* \$2.50

Our slogan: "Buy your books of your bookseller."

443 - 4th Ave.

FREDERICK A. STOKES COMPANY

New York

FOR

1932



LOOKING FORWARD

"When you wake up on Christmas morning, Pooh, what's the first thing you say to yourself?"

"What's for breakfast?" said Pooh. "What do you say, Piglet?"

"I say, I wonder what's going to happen exciting TO-DAY."

Pooh nodded thoughtfully. "It's the same thing," he said.

Outside of the excitement of wishing you all A Merry Christmas and A Happy New Year, the only exciting thing we have to offer are our first four books of the New Year. "After all," as Eeyore remarked. "What are Christmases? Here today and gone to-morrow."

This spring we continue our policy of issuing a small and selected list. Again we solicit your cooperation in a very sincere attempt to publish fewer and better books. Again our New Year's resolution will be, "to make it as profitable and pleasant as possible for booksellers to sell our books."

E. P. DUTTON & CO., INC.,

300 Fourth Ave., New York

A TRIPLE "AAA" BOOK

So rated by Donald Gordon and the American News Co.

"Williams has written a splendid book which we think will best-sell immediately and continue. It is the story of the rise of an opera star and, to us, the character (rumored genuine) is absolutely absorbing. The author really has thrown himself into this and he is going to be repaid."—

DONALD GORDON.

For years Ben Ames Williams has been one of the highest paid of American magazine writers. His popularity in the field of light fiction has never been questioned. While all of his books have been popular, his one outstanding success was a distinguished piece of imaginative writing "Splendor," which was never serialized. "Honeyflow" is a novel of the same high calibre.

On sending us the completed manuscript, Mr. Williams wrote: "It is, in my opinion, a much more moving novel than "Splendor" and with infinitely greater chances of popularity. When I had finished "Splendor" I felt that I had done exactly what I had tried to do and done it as well as I knew how to do it. I have the same feeling about "Honeyflow" but I believe the latter is more impressive."

HONEYFLOW

By BEN AMES WILLIAMS

THE DUTTON PRIZE BOOK FOR JANUARY



May we stress these important points?

1. Leading jobbers and booksellers say that "Honeyflow" has almost every element of popular appeal—a fascinating character, an unflagging story, an author of wide reputation.
2. It has never been serialized.
3. The story begins and ends in the Fraternity locale made popular by Mr. Williams' other writings.
4. We have already appropriated \$2500 for advertising and will promote this book to the limit.
5. NOTE TO LIBRARIANS: While the theme is delicate, there is nothing whatever in this book which would or could offend the good taste of any reader.

WITH your cooperation we hope to make it one of the first and leading best-sellers of the new year. Publication date, Jan. 1st—to be released for sale December 26th.

\$2.50

*One of the two books given "A" rating for rental libraries
by the latest American "News of Books"*



THE TIME OF GOLD

The new romance by DIANA PATRICK

Author of "Heart's Garrison," "Outpost of Arden," etc.

Measured by sales, Diana Patrick's popularity has been the record of a steady upward climb. Each succeeding book has outsold its predecessor. Her last book, "Heart's Garrison," published in June, marked her first appearance on the national best-seller list.

For some time the trade has been urging us to publish her books at the popular light fiction price of \$2.00. They felt that such a reduction would double, and possibly triple, her previous sales. This seems the opportune time to do so: for three reasons. (1) In the opinion of those dealers who have so successfully marketed her books, "The Time of Gold" is Diana Patrick's most ingratiating romance. It is the story of a young actress's misadventures for the sake of love. (2) The book is released at the height of her popularity. (3) The lowered price will enable rental libraries to earn a quicker and larger profit.

The Retail Bookseller nominates "The Time of Gold" (together with "Honeyflow") as a strong contender for best-selling honors. Look up your sales - records on her former books and scale your order accordingly.

Publication date, January 1st—to be released for sale, December 26th

\$2.00



The Authorized Biography of Alfonso XIII
EVERY INCH A KING

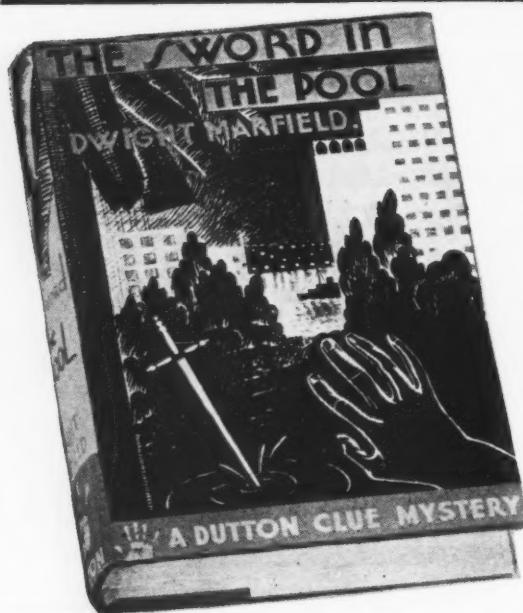
By HER ROYAL HIGHNESS PRINCESS PILAR OF BAVARIA

Edited by Major Desmond Chapman-Huston

Here is the first authentic account of the character and career of Alfonso XIII, ex-King of Spain, written by his first cousin who has known him intimately for many years. Interest in Alfonso has increased rather than decreased since his withdrawal from the throne. People are curious to know what went on *behind the scenes* in the bloodless Revolution which brought the Republic of Spain into being. "Every Inch a King" is a sympathetic and timely synopsis of these stirring events and an intimate portrayal of the lives of royalty in these dangerous democratic days.

To be promoted as one of our important non-fiction titles of the Spring.

Publication date, Jan. 1st—to be released for sale December 26th.
 Extensively illustrated. \$5.00



THE DUTTON PRIZE CLUE MYSTERY
 FOR JANUARY

**THE SWORD
 IN THE POOL**
 By DWIGHT MARFIELD

A dashing murder mystery of the New York upper and under worlds by the author of "Mystery of the East Wind." Featuring Gail McGurk, sob-sister and crime-detector extraordinary, called by Will Cuppy "one of the slickest female detectives of all time."

Publication date, January 1st—to be released for sale December 26th. \$2.00

One of those happy ideas . . .

though not in this kind of weather



• • • Nakedness, thought Lord Surbiton, is the only salvation of England. So nakedness it is—in this hilarious and brilliantly satirical story of nudism and the universal urge to join something. A potential best-seller—by the author of *Heyday*—Coming Jan. 21—\$2—DOUBLEDAY, DORAN.

THE NEW CRUSADE • Anthony Gibbs

DODD MEAD

New Books for
January
2nd

VALLEY VULTURES By Max Brand

A wiry little man's cool courage and lone pursuit of a fiendish murderer, Scorpio, in a thrilling Western. Punctuated by the sharp crack of guns and the desperate beating of hoofs.



THE DR. THORNDYKE OMNIBUS

Thirty-eight of his famous cases, as set down



by R. Austin Freeman

The most popular of all fictional scientific detectives, in an omnibus volume of stories. 1459 pages, on encyclopaedia paper.

\$3.00

FOOL'S GOLD

By Therese Benson

The author of "The Unknown Daughter" in a glamorous new novel of a madly extravagant woman with a tigerish temper, who finds herself the rival of her husband's private secretary for his respect and love.

\$2.00



BEYOND HELL

By Stephen McKenna

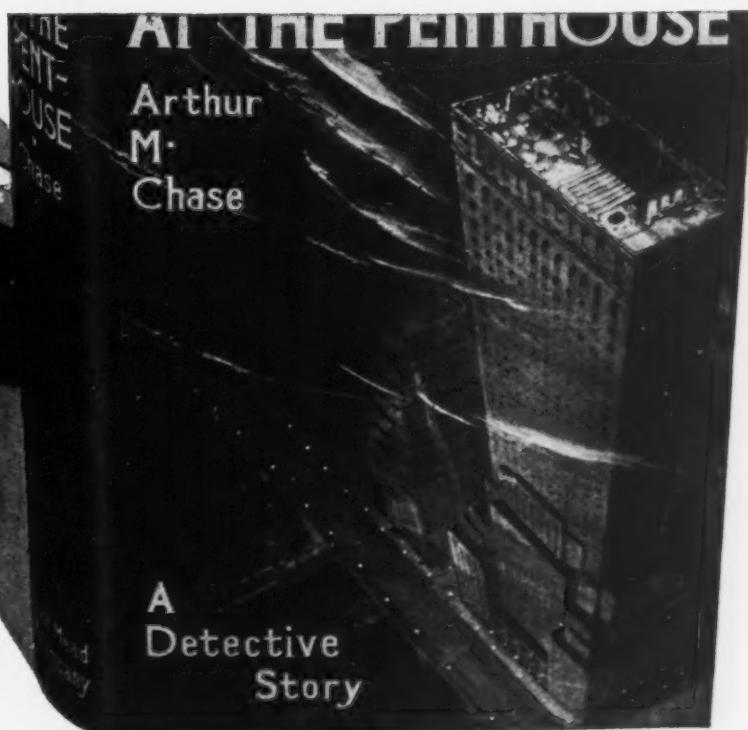
The most thrilling of this author's recent novels. A vivid, impassioned story of a girl who arrives on a lonely island to visit her lover in a penal colony and is caught in the terror of a mutiny and revolt. \$2.50

THREE WOMEN

By Faith Baldwin

One of her finest novels — three generations of women in a family, shrewdly depicted in their attitude towards sex and other problems of the present day feminine world. New edition. \$2.00

A Murder that will Baffle Experts



THE PARTY AT THE PENTHOUSE

by Arthur M. Chase

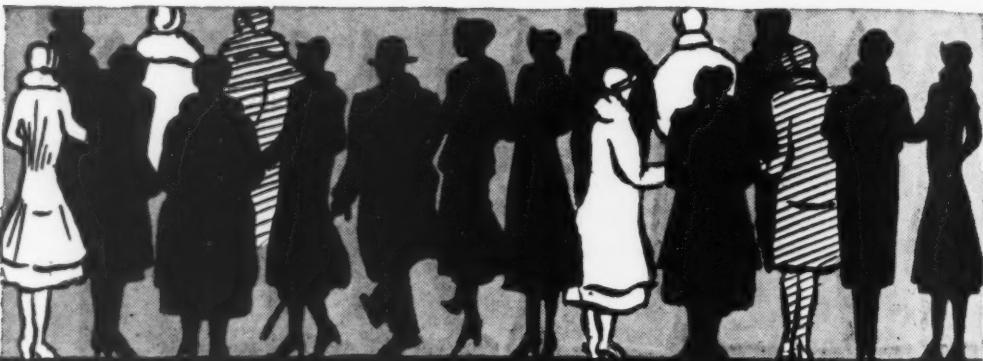
No police! No super-sleuths! No gangsters! No Japanese butlers! Here is a murder mystery worth shouting about. 13 men and women at a party in a millionaire's penthouse high above Manhattan. With every person in the room, the host is murdered—stabbed to the heart. One of the 13 did it. Which? Before a soul leaves the penthouse, the crime is solved. No tricks, no false clues! Recommend it without reserve. *It will rent. It will sell.* It's worth a good display. Order now.

(Published January 2)

Price \$2.00



6 out of every 10 book- shop customers ask for Love and Adventure titles!



Check these for Romance and Adventure stock:

THE FLAME OF DEVOTION, by
Harriet T. Comstock. Should sell
like *Fate Is a Fool*. \$2—Feb. 4.

SCREEN STAR, Jack Preston's great
romantic novel of Hollywood. \$2—Jan. 7.

DOUBLE CROSS RANCH, by
Charles Alden Seltzer. A sure-fire
Western by the author of *A Son of Arizona*.
\$2—Jan 21.

**MESQUITE JENKINS, TUMBLE-
WEED**, by Clarence E. Mulford,
Creator of Hopalong Cassidy. Eleven
books have sold 32,000 each. \$2—Feb. 18.

RECAPTURED, by Colette. "Most pop-
ular Colette in English." \$2.50—Jan. 7.

DRUMS IN THE DAWN, by John
T. McIntyre. Big historical romance
—for a growing market. \$2—Feb. 4.

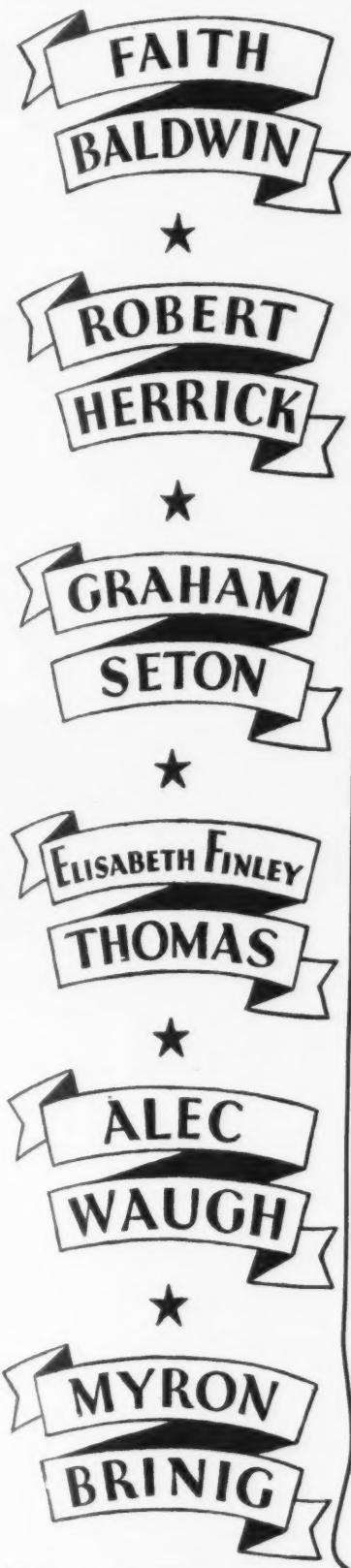
D O U B L E D A Y , D O R A N

Notice! Book Club Selections Cause Important Changes!

Mary's Neck, by Booth Tarkington.
And Life Goes On, Vicki Baum.

Feb. 1—\$2.50
March 1—\$2.50

ALL STAR ★ JANUARY FICTION



WEEK-END MARRIAGE

WHAT happens when two young people think they can keep their marriage and their jobs at the same time. Another modern problem probed to the depths by the author of the best-selling *Skyscraper*.

Jan.

4

\$2.00

THE END OF DESIRE

A frank and unusual story mixing the ancient sexual values, in which the emancipated modern woman assumes the traditional male role. Robert Herrick's first novel in many years.

Jan.

4

\$2.50

COL. GRANT'S TOMORROW

ROMANCE and war in the Atlas Mountains, where the hero of *The "W" Plan* takes command of a highly civilized Arab tribe in their struggle against the encroachments of France.

Jan.

4

\$2.00

KNICKERBOCKER BLOOD

AN old New York family, under the iron rule of Mrs. Van Bleecker, brought face to face with changing times.

Jan.

15

\$2.00

THAT AMERICAN WOMAN

THIS story of a young English author's experiences in love with a girl of New York's most sophisticated set is almost certain best-seller caliber. By the author of *Hot Countries* and *Most Women*.

Jan.

15

\$2.00

THIS MAN IS MY BROTHER

THIS continuation of *Singermann*, containing, among other things, the most delicate and beautiful handling of homo-sexual tragedy that has yet appeared, should be the literary sensation of the spring.

Jan.

25

\$2.50

from ★ FARRAR & RINEHART
9 E. 41st Street, New York 128 University Ave., Toronto

•THE BOOK REVIEW



"I want to compliment you on the difference between the new 'Book Review' and the old. The improvement is striking."

—Blanche Stimmel.

• • •

"I have just finished my perusal of the new 'Book Review,' and would like to express my delight in it. It is better than ever!"

—Margaret Baker.

• • •

"I am writing to congratulate you on the big strides forward you have taken in producing a more satisfactory publication for booksellers."

—George W. Jacobs

• • •

"We can already feel the force of the 'punch' the new 'Book Review' carries."

—Elsie Julius.

• • •

"It seems a marvelous improvement over the older one though that too was good."

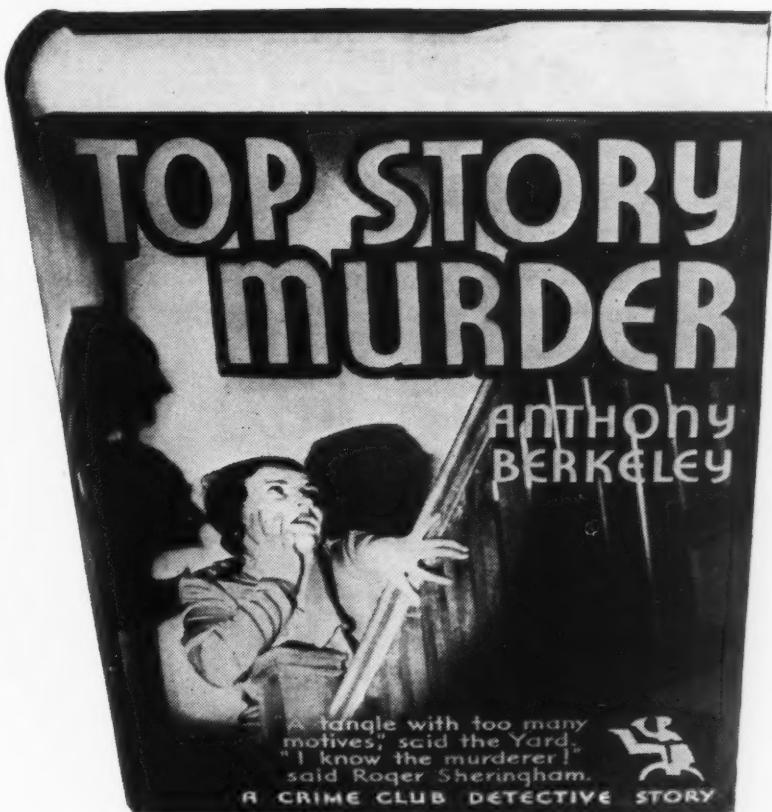
—John G. Kidd.

• • •

"I want to compliment you on the get up of the 'Book Review.' You certainly deserve credit."

—Leonard Wells.





Roger Sheringham*, the gay, beer-drinking detective, sets his wits against Scotland Yard again in the first new novel by ANTHONY BERKELEY in nearly a year. Chosen by the Crime Club Judges as January's best detective story — by an author† whose sales record is consistently good — featuring a detective whose exploits have already made him a fiction friend of thousands of readers — backed by a strong advertising and promotion campaign — a January title you can depend on for volume sales. Published January 14th. **\$2.00**

*Sorry about these footnotes. However, Roger was the detective of such best-sellers as The Poisoned Chocolates Case and The Silk Stocking Murders.

†Anthony Berkeley, among other distinctions, is Secretary of the famous Detection Club of London, numbering among its members G. K. Chesterton and Dorothy Sayers.

Also: On January 14th the Crime Club publishes a brand new full-length novel by J. S. Fletcher: **THE SOLUTION OF A MYSTERY** and Barum Browne's **THE DEVIL AND X. Y. Z.**, an English sensation reminiscent of *Dracula*. **\$2.00 each**

And coming: For February the Crime Club Judges have secured probably the most unusual and fascinating detective story of the year. **THE FLOATING ADMIRAL** — a novel on which 13 great mystery writers have collaborated. Further announcements later.

THE CRIME CLUB, Inc.

Garden City, N. Y.

A novel "crammed with delicious things"—ready Jan. 14

MR. DARBY

by Martin Armstrong

HERE is the story of a modest, agreeable English gentleman for whom the capricious jade Life suddenly turns fairy godmother. Mr. Darby has trod in paths of civilized virtue and orderly taste all the days of his youth. But beneath his mild, unassuming exterior dwells the heart of an adventurer. He wants to go "to the jungle." Romantic desires limn his imagination with coral strands, cobalt seas, tall ships, tropic suns, and impenetrable forests. Unexpectedly his wild dreams come true. Mr. Darby, his invaluable wife Sarah, and a heroic butler enter upon far-flung travels—which is the beginning of a train of astounding events. MR. DARBY is a full, surprising, delightful story by a writer whom the *Saturday Review* (London) calls "one of the major contemporary novelists."

"Mr. Darby is a very lovable comic character who instantly wins our hearts. . . . He is small and rotund and wistfully aware of frustration, and he possesses a stock of malapropisms; but he exists in his own right and is embellished with a hundred sly touches of character which only Mr. Armstrong could have given him. MR. DARBY is . . . crammed with delicious things."—*Week-end Review London*.

\$2.50

THE SPRING JOURNEY by Alan Pryce-Jones

An unusual, delightfully written book of travel by a brilliant, versatile young English writer, describing a long journey through the Mediterranean East. "He is an important addition to English letters."—*Hugh Walpole*.

Jan. 7, \$3.00

McARONI MEDLEYS by T. A. Daly

A new book of songs and medleys by a well-loved ballad-monger. To the many readers of T. A. Daly's poetry, you only need to say, "Here's a new book of poems by T. A. Daly. It's called McARONI MEDLEYS." Jan. 14, \$1.75

HARCOURT, BRACE & CO., 383 Madison Avenue, N. Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 26, 1931

“Birth Control” for Books

A Publisher Comments on the Year Ahead

Alfred R. McIntyre

President of Little, Brown & Company

IT used to be said that when general business was bad the book business was good. People who wanted to economize stayed at home and read more. That is not true in the present depression. No matter how much the radio, the movie, the magazine, and the automobile have cut into reading since the War, whatever the effect on book buying of the increased use of circulating libraries, the tremendous falling off in book sales since 1929 must be primarily due to the general business situation, which has made itself felt, financially or sentimentally, by every purchaser of goods in the United States. This has been especially noticeable in the 1930 and 1931 holiday book business. In 1929, following the stock market crash, people gave more books and less jewelry; in 1930 they sent Christmas cards; in 1931 they pared their lists even for cards and gave to unemployment relief. And there is nothing to justify optimism for next year. The end of the depression may not be so far off as some people believe, but normal conditions cannot return over night.

The two biggest problems which publishers must face in 1932 are probably the lessened demand for books and the financial condition of retail booksellers. It will be easy to do a good deal about the first of these problems if the publishers of the United States will only consider the facts and act upon them. The time has come when “birth control” for books is a vital need.

If you told an executive in any other line of business that in the face of a steadily falling market the American publishers have put out more new books in 1931 than in any other year since the War, he would probably express his amazement in no uncertain terms. Yet just this has happened. Sales of books are estimated, conservatively, I think, to be more than twenty-five per cent less in 1931 than in 1929. The record of the production of new titles (new editions excluded) deserves examination. I am indebted to the *Publishers' Weekly* for these figures (December 1931 figures have been estimated on the sixteenth of the month). I have grouped together under “all others” some minor classifications and those groups which primarily belong outside of trade book publishing.

	1923	1927	1929	1930	1931
Religion	553	718	742	776	753
Sociology and Economics ..	390	450	450	472	576
Business	212	194	192	179	192
General Litera- ture	299	408	481	431	422
Poetry and Drama	469	627	584	596	612
Fiction	788	1153	1340	1348	1264
Juvenile	463	608	788	771	901
History	368	445	380	386	426
Geography and Travel	277	300	313	314	294
Biography	347	543	667	699	705
All Others ...	2101	2004	2305	2162	2401
	6267	7450	8242	8134	8546

Taking night as well as day, there are

8760 hours in a year. So new books were born in 1931 at the rate of almost one an hour, and a good many of them were still-born. Books for children were issued at the rate of three each working day, 705 lives of individuals dead or alive were considered of interest to today's readers, and with business more discussed than ever before, and religion said to be losing ground, new books on religion outnumbered business books four to one. If anybody had the time and the courage to read *all* the novels and short-story collections of 1931, they were available to the extent of three a day. In the chief classifications of books intended primarily for the general public, it is estimated that 6145 new books were published in 1931, almost 2000 more than in 1923. What happened to the extra 2000? Ask the bookseller after he has taken inventory, ask any publisher after he has examined his January 1st record of sheet and bound stock on hand. It may well be that 2000 or more new titles lost money for their publishers, were bought sparingly and with an absolute lack of enthusiasm by the booksellers, were of no real interest to public libraries and would never have been missed by 999 out of every 1000 people who buy or borrow books. Think of the books issued that had advance sales of a thousand copies or less, and the reorders were less than the booksellers' unsold stock the day after Christmas.

What may we expect for books in 1932?

1. Curtailed purchasing by the general public; more careful selection, which helps the good book and hurts the second-rate one.

2. Fewer retail outlets through which to reach that public.

3. Increased use of rental libraries.

4. Restricted buying by public libraries for lack of funds, which will show especially in poorer sales of non-fiction.

5. As a consequence of these four, still smaller total book sales in 1932 than in 1931.

Will the publishers, in the face of this, issue more new books than during the past year?

I believe certain books should be published even though they are sure to be unprofitable. But I believe that a great many unprofitable books that are second rate of their kind could be eliminated without much risk of a best seller being lost,

and that the consequent cutting down of publishers' lists would improve the sales of the books they did publish.

Little, Brown & Company decided in 1929 that list control was necessary, but the policy was not fully effective until 1931. We published 93 new books in 1930, 67 in 1931, a decrease of over 25%. Only one book declined by us as a result of this policy has done well enough on another publisher's list to make us think twice about having rejected it. That book, a novel by an author whose preceding novel was a failure, has sold a little over 5000 copies. We imported 6 titles in 1930, only 1 in 1931; set up and printed 87 new books in 1930, 66 in 1931. That meant 21 fewer titles on which there was a plant charge—\$88,524 spent for "plant" in 1930, \$71,621 in 1931, a decrease of \$16,903. By "plant" I mean typesetting, plating, illustrations and halftone or line cuts, cover designs, jacket designs and plates. We estimate that we should have needed \$50,000 in extra sales to take care of this larger plant expense plus usual cost of manufacture, royalty (bearing in mind probable unearned advances) and advertising for the additional new titles that might have produced this extra \$50,000; and we are pretty sure that in the 1931 book market no 21 manuscripts that we declined (of course excepting manuscripts declined because by reason of subject matter or moral tone they were plainly unsuitable for our list or because the terms on which we could have them were unsatisfactory) would have brought us that amount of business. I have no trouble in finding among our 1930 books 21 for which we had lost most of our enthusiasm before they were published, whose sales that year totalled less than \$40,000 (the figure would have been still smaller in 1931), and most of which were dead before the end of the year. When those books are off our list, our direct expenditures on them will exceed our receipts by more than \$10,000. That wipes out the profit on at least one best seller.

It may be luck, it may be better books, it may be more effective promotion, it may be more cooperation from the trade; the fact remains that in 1931, with 26 fewer new books than the year before, our new book sales are larger, while our sales of books published before 1931 are off more than twenty-five per cent. We thoroughly

believe in our present policy of "fewer books, better books, and more advertising." We are convinced that its more general adoption would mean increased profits (or smaller losses) for publishers, fewer dead titles on bookstore counters and shelves, a big shrinkage in publishers' remainders, and more liberal buying by public libraries of the books that are likely to be of most pleasure or value to their patrons. When a publisher is deciding about a manuscript let him say: "Is it a book that on its merits, without consideration of how it will sell, I *must* publish because, although I am in business to make money, I have a duty as a publisher occasionally to try to do a service to literature? If not, is it first-class of its kind? Even though it might have been all right for 1928, will it have a chance in 1932? If the advance orders are small" (and they probably will be) "shall I drop it immediately in the hope of cutting my losses?" Let us stop commissioning bright young men and women to write first novels, let us be cautious about paying large advances for unwritten biographies and histories that more often than not won't be up to expectations, let us cut out inferior books by friends and relatives of established authors, let us be frank with those established authors when they want us to publish what we know is inferior work. In

the juvenile field, let us consider how we can expect decent sales with new titles almost doubled in eight years. *Let us have fewer new books at a time when the market must be smaller.* I urge every large trade book publisher who was in business in 1928 to cut his 1932 new book list twenty per cent or more from his 1928 figure, and I urge the publishers who have started since then to adjust their programs to the times. The figures for 1931 are not yet at hand, but in 1930 three publishers not in business in 1928 published more new books than the total new book output of Harcourt, Brace & Company, Dodd, Mead & Company and Little, Brown & Company.

We are entering the third year of a world-wide depression. I quote James Truslow Adams on the secondary depression that followed the Civil War: "Five thousand commercial houses failed in 1873, 5830 in 1874, 7740 in 1875, 9092 in 1876, almost 9000 in 1877, and 10,748 in 1878." Book publishing houses, large or small, will more easily come through the present depression if they recognize its seriousness and act on the fair assumption that smaller sales can be endured if what is manufactured is mostly sold at regular rates, with remainders kept low, and if expenses are put on a reasonably sound basis in relation to the amount of business being done.

A Workable Program for 1932

A Bookseller Comments on Future Business

Stephen Moore

WILL ROGERS and other national wits last year stated that America was suffering from over-prediction. The success of "Oh, Yeah" is an illustration of the public's disgust with its prophets. I am not trying to take the place of these eminent but discredited forecasters but I have, like other booksellers, to make plans for 1932. What is a sensible plan? Should there be a plan of any kind for the year? Should a bookseller attempt to stumble on as he has been forced to for almost two years or can he take the bull (or perhaps better, the bear) by the horns?

How Much Business Can We Expect and Why

An exceptional merchant is sometimes able to show gains in poor years, but in times of real depression all suffer to some extent. If not a loss in volume, certainly a decrease in profit. Business was down in 1931 at least 10% from 1930 which was in turn a decline of some 10% from 1929. This decline came in all classes of books—with the more expensive non-fiction titles most seriously hit the worst. The stores generally seem to feel that juveniles showed the least loss. This is natural, as the juvenile business has been the field

which in previous years has been showing the most consistent increase.

The First Half of 1932

It is hard to find any reason why business in the first half of the year will be equal to that in the first half of 1931 except in a result of exceptional individual circumstances. The indexes of general business show that the low point of 1931 was in the fall of the year just as the low points of 1929 and 1930 were late in the year, and each year the volume of business has declined below that of the year before so we are not yet riding on an upward wave. Even when general business does start to climb it will take six months for business to pass the figure of the previous year.

This is not prophecy—it is common sense. When business does get better it will be easy to find merchandise to satisfy more customers and to get enough assistants to take care of the greater demands on the store. If business is in for a long period of adjustment, as many economists feel it is, then it is vitally necessary that each business put itself on a new and semi-permanent basis. In other words the volume of business (number of books sold) may have only temporarily declined but the amount in dollars *may* not be equal to the 1928-1929 figures for many years.

Prices Are Coming Down

In most lines of business there have been radical reductions of price levels. We know that the publishers are not making exorbitant profits—if indeed they are making any profits on most books; the only way by which the price of books can come down is by a sharp reduction in the publisher's overhead, or by reductions in authors' royalties or advances. Perhaps the prices of books cannot come down, especially the standard novel. In that case with price levels on other merchandise down we may expect a diminished sale in dollars. The income of the bookstore customers has been reduced fully as much as has the volume of business, and there is small likelihood that salary increases will go up again with the rapidity with which blanket reductions have been made.

Prices on non-fiction are now lower than the levels of three years ago. At the moment there is only one book that ap-

proaches the best seller class at \$5.00 and its sale will not exceed 25,000 or 30,000 copies.

What does lowering of prices mean to the retailer? It means that he has to look forward to making a living on a total volume of business lower than he had in 1929. It is necessary for him to get his overhead down so he can profitably stay in business with the 1931 volume of business. The dealers who can make a profit on the volume of business done in 1931 are assured of successful operation in the years to come.

There is a small likelihood of the margin of profit for the retailer increasing to any appreciable extent. It is doubtful if the retailer would benefit much from a greater discount schedule, as it would simply encourage more business going to the cut-price outlets and would encourage more direct selling from the publisher.

Rent the Real Bugaboo

Retailers who made long term leases back in the real estate boom days have a difficult situation to face. The same applies to the dealers who are carrying the real estate on their books at the high figures. Real estate is definitely down in every city in America, and there seems small likelihood of the prices reaching their old levels for many years. A number of chain store systems are broke simply because of long term high price leases. The United Cigar chain has the choicest locations in the country under long term lease. Take a look at the price of its stock the next time you are reading the financial page. The first thing for the retailer who owns his own business to do is to look for a rent reduction of some kind. It is almost impossible to make money retailing in 1931-1932 while paying 1928 prices for rent.

Another expense that has not come down as much as it should is electricity, but congress and state legislators are working on this subject. If a location is one that requires too much occupancy expenses, light, heat, and janitor service this, too, should be adjusted.

Adequately financed businesses will not have any trouble, as they can afford to take all of the necessary losses in adjusting real estate values to the present lower prices, valuing fixtures at their true worth and valuing merchandise at what it will

actually bring. A number of sound stores have been able to secure new and better locations at no increase in rent. This puts them in a sounder condition than the dealer who is compelled to stay in high rent locations.

Reducing Other Expenses

All other retail expenses should be brought down to correspond with 1931 volume. One large store has gone through its entire organization, taken each expense and reduced it to the 1926 figure. The dealers who have been in business for some years might find it profitable to take the detailed expense figures for the last year when business totaled 1931 amounts and arbitrarily set their operation expenses to the costs of such a year. If rent and a number of fixed expenses are higher and cannot be reduced, then the problem is to see where additional volume can be secured. However the greatest risk that could be taken by a dealer with a lack of capital is to try to expand into unrelated lines in times when business is hard to get.

Let us suppose for example that a dealer finds that he needs \$20,000 more business in order to make a satisfactory net profit, yet he is not in a position to discount his bills. He feels that he will not have a good chance of increasing his book business the necessary extent; what should he do? This is not an easy problem to answer. If I knew the sure answer I would be a wealthy man. But it is a problem that almost every dealer has had to face either now or at some time in his career. Most dealers when faced with this problem add some new unfamiliar line of merchandise. At one time I was faced with this problem. I read of the great profits in greeting cards and added them as a side line. I found that the greeting card volume was lower than I planned and what is more the turnover was slow. So more capital was tied up and left me in a worse situation than I was in before. Fortunately this happened during good times, and everything could be worked out.

Careful research into retail finances shows that the merchant who sells on credit should have half as much capital as he has annual business. In other words he should have capital of \$50,000 to do an annual business of \$100,000. A man will make more net profits from a business of the

right size for his capital than he will by doing more business than his capital warrants. By keeping his business down to his capital he will, for example, be able to take all of his cash discounts which amount to about 1% of sales in books and a little over 1% in stationery. With a turnover of 4 times during the year, the cash discounts alone amount to a 2% return upon invested capital. In addition, there are enough other advantages to make it more than worth while.

The dealer, for the time, will have to play up the high turnover items that people pay for in cash. When additional volume is needed and when there is no surplus of capital, the first step is to try to increase the turnover of invested capital. By closer stock control, buying in small quantities, eliminating items that do not turn fast enough it is possible to release some capital. Another way is to refuse to carry books in stock over a year. A book that your public wants should find its buyer in twelve months. This will release quite a little money. With a policy of this type a buyer will fight shy of purchases that can not be moved in shorter periods. In some lines of current books it is even advisable to carry them for longer than six months.

Push Rental Libraries

With the growth in rental libraries around the country only a small proportion are owned and operated by bookstores. A library is a source of real profit if carefully run and placed in a good location. In a city of a hundred thousand, a bookseller could have three good libraries in the city. The leading department stores offer excellent locations. This will take some capital to start but it has been found that a library will pay for itself in about six months and then profits can be made. A bookseller knows more about books and rental libraries than anyone else and he could run a library better and more profitably than anyone else in a small city—and as well as a dealer in a large city.

Magazine and Subscription Business

The retail sales of magazines are almost exclusively for cash. For the stores that are handling them this business can be increased materially if more care is given to it. There is a large business in every city

for the dealer who will spend enough time and care to get back numbers for people.

More than one enterprising dealer has established a regular route for new magazines. It is strange that more of this is not done. An enterprising young man could build a real business for a bookstore by delivering the new issues as they come out to the people who do not like to call for them and, incidentally, a lot of these could be transformed into subscriptions. It does not pay to send magazine deliverers into the residential districts but it does pay to send magazine subscription agents.

Waste Must Be Avoided

After two years of hard going it is trite to say that all unproductive expense must be rigidly removed. Such expenses include keeping people on mailing lists who

never buy, preparing windows that do not produce business, paying extra freight and express on books sent on sale with little chance of disposing of them, not taking cash discounts, etc. There is hardly a business in the land that does not have some unproductive expense that could be reduced to advantage.

Conclusion

There is no reason to expect for sometime to come an increase in the dollar sales over the figures of 1931. The moral is for every store to cut the expenses as quickly as possible so that a profitable business can be conducted even with this reduced volume of business. If good fortune is greater than one has dared hope, and the dollar totals go up over these figures, then it will be easy to expand to take care of the business.

The January Clearance Sale

The Technique of After-Christmas Sales. Customers Appreciate Classification. A Rearrangement of Store Space Is Advisable. Sections Should Be Rid of Small Signs

Ken McCormick

PREPARATION for a sale is as important as the sale itself. So many kinds of stores use flare window signs that perhaps it is better for the bookshop to avoid them. Newspaper advertising is usually too expensive to buy. Letters to regular customers stating the nature of the sale with specific instances of its advantages are necessary. The regular customers of the shop must know in advance about the sale, and particularly its nature and day of opening. Nothing is so disappointing to a customer as to find that the sale is not general, or that the percentage of discount advertised refers to one section of books only.

Customers mistrust sales of all types. They must know beforehand the exact nature of your sale and the reason for it. But after Christmas bookshops have many lesser known volumes, sets, special editions: all valuable works whose value is not seriously less than it was, but especially right

now people have been demanding the very newest and best known titles. These less in demand books are the stock that a clearance sale can put in motion. This leftover stock should be brought out into the open and be well displayed. A goodly number of current items produces an attractive sale stock and many booksellers have found it better not to put all the sale merchandise out the first day so that those who are tempted to come back will find fresh bargains on later days.

One bookseller devised the idea of presenting to all customers who buy \$5. worth of books at this sale, one free book. In order to have suitable books for this purpose he bought a very special remainder at a price which made the free books very inexpensive premiums. Of course, many customers who did not buy \$5. worth of merchandise were attracted to the sale by the offer of the free book.

As to the management of the actual sale

itself, preparation again is imperative. The main theme of any sale management should be preparation for emergencies as well as for the routine. The latter is, in fact, better able to take care of itself. A utility man whose duty it is to attend to everything out of the ordinary run of events is helpful: a man who knows what is included in the sale and where the stock is, etc. There is always unusual confusion when a shop holds a sale and this overseer can act in the same capacity as a restaurant hostess, separating buyers from browsers. Clerks themselves are often fooled into wasting ten or fifteen minutes with a customer who never intended to buy and remains true to his promise.

In allotting jobs to your clerks during sales, some discretion should be used in the jobs to which they are assigned. Many salesmen never really get into their pace until they have the stimulus of a sale to rouse them to their best efforts. Others, are left cold by the whole business, and whereas they may put over good sales during comfortable business hours, are unnerved and revolted by sale proceedings. These may be of great help at the cash register or in the office.

A re-arrangement of the store space is advisable when that is possible and a segregation of all the mark-down stock so that it may make a real impression.

The books, if they are to be handled at all, must be laid out on tables and counters where the least damage possible can be done to them. Clerks must be impressed with the fact that order encourages orders, and that if the counters are kept in a fair state of neatness, the customers will not unnecessarily upset them, while, if confusion seems to be in vogue, no one will pass up a chance to further it.

Sections should be rid of small signs. Large labels naming sections and discounts should be only numerous enough to instruct, not distract. Customers appreciate classification, not a jumble. It is a good idea to have the sale segregated in one part of the store with the tables labeled. It is helpful to have one table for fiction, non-fiction on another, sets on a third and so on. It's best, too, to have good

books grouped according to price: a dollar counter and a fifty or seventy-five cent counter; but if prices are mixed, the books should be plainly marked as to price. If there are various discounts, information should be carefully and systematically cataloged for the benefit of the clerks. Every clerk should know exactly where he can find the answer to any reasonable question. The natural place for a discount list is at the cash register, which, itself, should be in an open spot near the center of the store, with one person in charge, or near it, at all times.

The matter of re-marking books for a sale has many disadvantages. If all books are under a common discount it is far better to leave the original price in the book. Changes confuse the customer. He believes that he should get a discount from the lowest amount quoted in the book which in reality is the sale price. If he doesn't he decides that sale promises mean nothing. If the discounts are such as can not be easily computed in the mind, the discount list should be particularly in evidence, with odd discounts worked out to their sale price.

It is usual to have one discount apply to all the stock. If it does not, it is a good plan to re-mark books with a different colored pencil from that used for the original price.

If the shop is so busy that books are generally not being wrapped, then a tag of some sort should be attached so that the customer in leaving may not feel that he is an object of suspicion.

Good salesmanship is what every bookseller wants, but few wish to have the clerk urge them too much. A bookshop must open its doors again after a sale, and if the customer hasn't enjoyed himself to a reasonable degree, he'll not be back. Courtesy is an overworked word these days, but even if it comes easily in the ordinary run of business, it is something to strive for in the pressure of a sale. Bookshops more and more, since the advent of book counters in drug and cigar stores, rely upon a prestige born of atmosphere. They can ill afford to sacrifice it during sale time.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Some New Year Resolutions

WRITING in comment on the trade's experiences of 1931 and of the needs of 1932, Alfred R. McIntyre, President of Little, Brown & Company, makes a timely and effective argument for caution in publishers' list-making during the months ahead. The expectation at the beginning of 1930 among leaders in business (see "Oh Yeah?") was that there would be a speedy recovery, but 1931 convinced business men that readjustment would require a longer period for completion. In the booktrade one of the best methods for accomplishing readjustment is a decrease of the number of titles, concentrating on a smaller number of titles carefully winnowed from among the manuscripts submitted by authors or planned by publisher and author together.

At this same time we are printing comments from a bookseller, whose belief, based on his observation and experience, is that the best thing for the bookseller to do for 1932 is to take 1931 as a basic year and to trim expenses to fit in with that gross volume of sales, believing that as trade turns up there will then be a chance for profits, and selling expense can be added as business increases. The gravest diffi-

The Publishers' Weekly

culty, as he accurately points out, is for the stores whose basic expense, rent, is out of proportion to possible sales. One of the handicaps of the last few years in book-selling, as well as in other retail shops, has been the fact that the retailer has been to too large an extent working for the landlord. The retailer who has over 8 per cent or 10 per cent rental expense is facing a difficult situation and must take whatever steps he can to relieve himself, by moving or by readjusting the matter with the present landlord.

Such Thievery Is Serious

ON January 5th, Charles J. Romm, a book dealer of Fourth Avenue, New York, will come up for sentence before a New York judge, having pleaded guilty of stealing or inciting others to steal from libraries and bookstores throughout the east.

What makes this case one of particular seriousness to the lovers of books is the fact that Mr. Romm trained others to steal the books and his depredations were carefully planned, the books being studied for their rarity and stool pigeons sent in to steal them. Great libraries like those of Harvard, Yale and Columbia, were victims, as well as bookstores in New York, New Haven and elsewhere. The poor catspaws who were sent in to take the books got little enough for their trouble, although those who could carry off several books in a day probably felt repaid for their trouble.

There is a story of a now recovered book for which Mr. Romm paid \$2 to his agent, sold to another dealer for \$550, and which was then marketed for \$850. Another book for which he paid \$2 and sold for \$150 is now recovered. It has been roughly estimated that \$50,000 worth of books have passed through the hands of Mr. Romm as a fence in the last two years.

In such a situation it will be a most unfortunate thing if the judge does not pass a severe sentence to emphasize the criminal character of such proceedings. Some judges might feel inclined to be lenient since the thefts had involved "mere books," most of which have now been recovered, but those in the booktrade and library field do not feel at all lenient about the matter.

The book wealth of the country is made available to scholarship on a very free and liberal basis. The approach to the stacks of books is not difficult, and to curtail this freedom means a hindrance to the work of scholars and their successful use of the vast accumulations of scholarly literature. If scholars should be deprived of this opportunity to consult such books freely, because of the criminal activities of a man like Romm, the loss to creative work would be tremendous. This is no light matter, and public opinion ought to register itself upon the court in order that the seriousness of what has been done be fully realized.

Favorite Relaxation for Business Leaders

THE *Dry Goods Economist* prints the result of a canvass of 2266 business men of their methods of recreation and relaxation. The list includes store owners, merchandise managers, and advertising men, all in the retail field.

Motoring leads as a recreation; reading, as a relaxation, with theatrical-movie interest in second place and radio in third.

Of the 1521 men and women who put reading first, each one has a library of from 100 to 1000 volumes. Travel books and magazines are first and high class fiction second. The women lead the men in the percentage of those who turned to reading for relaxation.

Young People's Reading

THAT the problem of reading for young people, as distinguished from the reading of children, is receiving increasing attention from the librarian is indicated by the fact that at the December conference of the American Library Association there will be a petition presented for a special section on young people's reading just as there is a special section on children's reading. The reading of young people closely approaches that of adults, and yet there is need of special selection, and their reading interest cannot be covered either by the children's section, which they have outgrown, or the adult section, which contains so much that does not interest them. In the Cleveland Public Library there is a special Robert Louis Stevenson

Room given over to this special classification, and from the Brooklyn Public Library, as still another evidence of this tendency, has just been issued a catalog of "Books for Youth," selected by Cecile J. Lynch and Sarah A. Beard, an illustrated and classified catalog of books gathered under such appropriate headings as "O Age With Wings," "Laughter Holding Both His Sides," "Searchlights of Science," "Songs Ascending," "Where Strange Trails Go Down," etc.

Cheney Report at Printer's

EDWARD S. MILLS, President of the National Association of Book Publishers, assures us that the Economic Survey of the Book Industry, which has been under way for sixteen months at the office of O. H. Cheney, is expected from the printer this week, and it will be commented on and summarized in the *Publishers' Weekly* as soon as possible. Mr. Cheney undertook this important work in September, 1930, under a contract for a year's investigation with a competent staff, but, with the completion of the year, was unable to put all his findings into shape and has only in this month of December delivered his manuscript to the publishers. This manuscript has been put into print, and the directors and the other members will have it for study by the first of the year. The task has been a great one. It has involved a re-evaluation of existing statistics and an endeavor to establish others that would enable the investigators to make a worth-while report to the industry.

Such a report, coming as it does, from an impartial point of view, can give great aid to the entire booktrade in steering its course in the present period of reconstruction, and in pointing the way to expansion and sound health.

THE MID-WINTER INDEX

The *Publishers' Weekly* for January 2nd will contain the regular Mid-Winter Index to New Publications, including recently issued titles *not* listed in the Fall Announcement Number, as well as forthcoming titles that will be published during January and February.

THE PUBLISHERS' WEEKLY.

The World of Books

The Dent Memorial Lecture Concluded

Basil Blackwell

GIVEN the finished book, how does it reach the public? Not direct from the publisher as a rule—and it is a good rule. The divorce of publishing from bookselling, which began in England in the time of Pope, was, on the whole, a judicious separation—indeed, inevitable as the number of books and readers increased. If the public were to have a full and reasonable service of its needs, those needs must be studied by an impartial specialist.

The views of the publisher and the bookseller are different. On the broadest lines the publisher takes a relatively small number of big risks, and the bookseller a large number of small risks. Publishers are not concerned with each other's risks; booksellers are concerned with the risks of all publishers indifferently.

Booksellers are to be divided into three main categories—new booksellers, antiquarian booksellers and booksellers *par excellence*.

The new bookseller offers half a service to the reading public. He serves that part which is mainly concerned with finding "some new thing," a public as apt to borrow or hire as to buy. The new bookseller is dealing mostly with experimental books, and has in the main only his own judgment on which to rely when he puts them into stock. Reviews come later to confirm or belie his judgment. A careful reader of *The Times Literary Supplement* will find few surprises in a new bookshop. A good new bookseller's customers find what they want; a good antiquarian's customers want what they find. The new bookseller's profit is disproportionate to his risks; for he has virtually no power of bargaining, and he must buy outright. Moreover, new books are apt to perish rapidly. Today they are green and fresh; tomorrow they are cast on to the remainder market. And so it is that in this country where publishers' terms are less generous than abroad, and the German "on sale"

system does not prevail, new booksellers are being thrust off the main streets of our towns, or contrive to maintain their position only by the sale of stationery (the very negation of books, for it is a matter of blank paper), periodicals, leather goods, fountain pens, or (save the mark!) toys. For there is more profit therein; and I fear lest too often where the treasure is there will the heart be also. A very large turnover in new books is necessary to maintain a complete new-book service, a turnover larger than the present market affords: and one may conclude this estimate of the new bookseller somewhat paradoxically by saying that the more useful he is, the less likely is he to be successful. The bookshop whose aim is to stock the best new books on every subject and to provide intelligent guidance to the public generally carries a stock quite disproportionate to its turnover, and has less chance of survival than the mechanized bookstall, with its limited choice and service.

The antiquarian bookseller, though he ignores the seeker of the new things, has the advantage of handling a stock of proved worth, critics and public have sifted it for him, his public tends more to collect than to read (the new bookseller's public tends more to read than to collect). He buys his stock on his own terms and sells it at his own discretion. His stock is incalculable, an intellectual lucky dip, attracting the local collector and tempting by catalog the collector afar. A window in a good site is vital for the new bookseller whose custom is localized: the antiquarian can send his window through the post, and his customers range as far as the postal union. Your good antiquarian bookseller, despite his valuable reference books, must have three gifts: he must have a long memory, he must have a flair, not unlike the publisher's, in estimating the public interest in any given volume, and, finally, he must be a born antiquarian bookseller. For the good antiquarian bookseller has

some indefinable quality which enables him to "know a book when he sees one"—I might almost say "to know a book when he feels one." It is a gift whose lack no amount of diligence will supply. I cannot be more explicit for I have not the gift. My father had it, and a long memory. As a young man recently out of his apprenticeship he was given charge of a sleepy little second-hand bookshop unvisited sometimes for hours at a stretch. He spent his enforced idleness in memorizing whole pages of Bernard Quaritch's catalog. He told me once that forty years later he would find in his hand a book he had not seen before, and instantly the record of it in that catalog would spring to his mind.

The pure antiquarian then has a better chance of survival than the new bookseller. His shop has something of the nature of a bookstall; he need make no claim to keep a representative stock. There is his harvest, gathered hapchance; find what you can in it and enjoy the search. With him system counts less than knowledge, and his may well be the happiest lot in the book world. But even as his trade is less subject to discipline than new bookselling, so is it more subject to temptation. At best he is a scholar and the friend of scholars; at worst he has the demerits of the petty dealer.

The bookseller *par excellence* is both new and antiquarian, and if the ideal of the publisher, in being at once connoisseur and man of business, is hard of attainment, harder yet is the ideal of the complete bookseller. He must be a connoisseur of far wider scope, for, unlike the publisher, he cannot specialize; he must have the proficiency of a bibliographer of universal range; and of a librarian whose library is of unlimited scope; for your complete bookseller can bring you books of all subjects and dates from lands and cities far and near.

And, lastly, he too must have some business ability. I say *lastly*, for, though the success of the complete bookseller must not be measured in terms of money, without some commercial adroitness he cannot well survive. Booksellers as a whole are unworldly people, and both they and the booktrade suffer for it, in that far too many allow themselves to be caught in a web of detail. Their minds are cumbered about with the minutiae of routine when they

should be addressed to the problem of constructive selling. They have not learnt the first rule in business, to wit: "Never do a job that a cheaper man can do for you," and so they do not find time to plan sales. They are not inert, as some publishers deem them; they are, in fact, too busy to think.

The publisher and the bookseller are partners in the task of finding readers for the author's work, and in this task they are assisted by reviews and advertisements. I set them together with no cynical intent; yet we must admit that in the days when literary journals were few and press advertisement was negligible, the critic was a power in the book world. Today, when literary journals are many, and lavish tribute is paid to the power of advertisement, the critic is in danger of becoming negligible. It is hard to imagine the awful anxiety with which author and publisher awaited "Scorpion" Lochart's benison or blasting in each issue of the *Quarterly Review*. Today the critic is no longer Peter at the Gate with power to bind or to loose.

The decay of criticism is due to various causes: the exceeding number of new books inviting review; the exiguous remuneration of many reviewers; the fact that money speaks through advertisement with a louder voice than honest criticism. One wishes that the advertisement manager handled less money and the critics more. Too many, perforce, are pluralists; too many, I fear, meet as reviewers books which they have already appraised in MS.; and, finally, too many works of genius are acclaimed from week to week, which are soon and properly forgotten. Our critics have the talent, but, so to speak, their talent is wrapped up in a newspaper.

And it is due perhaps in some measure to the decay of authoritative criticism that another form of authority has emerged of late years; to wit, the Selection Committee of Books Clubs, Guilds, etc., whose rapid growth in America is disturbing, in Germany, portentous. For all their detractors may say, these Societies find a reading public grateful for what it deems to be sound judgment of new books.

But, while criticism has waned, press advertising has waxed, and waxed greatly, without very clear purpose on the part of many publishers.

Sometimes they advertise because others do; sometimes to attract authors (and here there is a risk that advertising may be directed not so much at the public as against each other). Most publishers agree that they advertise to please their authors. All I think would agree that the money spent on the displayed press advertisement of a book is not as a rule returned by sales resulting from that advertisement. Advertisement will add impulse to a book that is going well; it will not start it going. Other and more occult forces do that. And the booksellers can argue, and argue forcibly, that if less money were spent on lavish columns in the press, it might be possible to allow them better discount, which would encourage and enable them to sell new books more effectively.

Be that as it may, a more serious criticism yet is that some £250,000 is spent each year on press advertisement of individual books directed at the small public which *does* read and buy books, and practically nothing is spent on recruiting for that public from the vast mass of decently educated people who do *not*. We are like hawkers shouting each down in praise of our individual wares in a market to which the public is not attracted. If a customer finds his way in, well and good, but we do not lead him to the entrance.

The problem of cooperative advertisement is being studied today in England by that enlightened body, The Publishers' Advertising Circle. Headway against individual prejudice is hard to make, but we are bound to wish them Godspeed in their plans. They are doing, in my opinion, the most valuable work of all who love and labor truly for the British booktrade.

The bookseller is the main channel by which books reach the public, but a valuable auxiliary is the library. Libraries may be divided into "Public" and "Subscription." I will take the latter first, partly because it is more limited in its scope; partly because it is more easily defined. The commercial circulating library, though not peculiar to Great Britain, is not a very considerable factor in the booktrade of other countries. These libraries are not dearly loved by some booksellers because they relieve readers of the necessity of owning books; albeit, not a few booksellers find it worth their while to conduct a subscrip-

tion library as an auxiliary department. It is not surprising that the main business of subscription libraries, great and small, is with experimental or ephemeral literature. Fiction, biography and travel predominate, and the public is very wise in preferring to borrow rather than to possess the majority of works in these categories. A natural result is that books in certain classes are published with one eye on the subscription libraries, and the best part of the other eye on the remainder market. It is in the power of the big libraries to do the book-trade a notable service in setting their faces against the artificial bulking of books by means of paper which involves the expense of rebinding, or, rather, reinforced binding after the book has been through the hands of a few readers. It cannot be impossible to teach even the British public that such bulking is a senseless sham.

It is urged against the lending libraries that one effect of the system is to keep the price of certain kinds of new book artificially high; but if, indeed, the librarians account for 50 per cent of the sale of the average novel, the rest of the trade is not in a position to argue very forcibly.

Very different is the function of the public librarian. He claims, and with reason, to teach the public to become, first, book readers and then book buyers. He is perhaps the trade's best advertisement, for he is more free than the new bookseller to select and support books of merit, and is able, without commercial considerations, to guide and mould the taste of his public. Booksellers may not always agree with the methods or terms employed or claimed by the librarian in buying his books; but if and when prosperity returns to this land they will be astonished at the number of new customers who learned in public libraries to love books during the anxious months of unemployment.

I must not omit reference to three trade institutions. With two we are in daily contact; of the third we do not know enough.

The first is the wholesale house, whose operations are a great boon to booksellers and especially to the smaller provincial bookseller, saving him a multitude of separate orders, shipping fees and accounts. It may be heretical to say that probably there would be better results for all parties if

the big wholesaler did not purchase stock speculatively, but was content to act more the part of the German Kommissionäre, who is agent for both booksellers and publishers. It is comforting to the publisher to be able to shift a considerable portion of his financial risk quickly on to the wholesaler's shoulders, and it is tempting to the wholesaler to make an extra percentage by buying in large quantity; but it is beyond the skill of man to select with uniform success from the 12,000 or more books published in a year. There *must* be bad stock; and, though they must be a great boon to small booksellers off the beaten track, I wonder if it can be economic for a wholesaler's travelers in many places to take orders for books in competition with the travelers of the firms which publish them.

Which brings me to the second institution, the publisher's representative. It is sometimes said that in an efficiently organized booktrade the intelligence service of new and forthcoming books would be so complete and so rapid that this cumbrous and expensive machinery of "traveling" could be scrapped, with benefit to the booksellers in point of terms, to publishers in the matter of overheads, and, possibly, even to authors. With that argument I profoundly disagree. The gulf between publisher and public is already wide enough, the representative is, or should be, a liaison officer of vital value. I incline to think that his value is not sufficiently recognized by some publishers, and those publishers generally are those who rarely make contact with booksellers in their own person. If narrow funds compel the choice between extensive advertisements and intensive canvassing by a good representative, my advice is, cut the advertisement and don't share a traveler. Get the best you can and keep him to yourself; he will provide the funds for advertisement sooner than advertisement will provide funds for a good representative.

Even the Germans, with their marvelously organized booktrade, are learning to employ travelers increasingly after our fashion.

Thirdly, there is a method of bookselling of which most of us know little. This is the method of canvassing the public individually. I have rarely spent a more enlightening hour than when I heard Bain

Irvine, of the Waverley Book Co., speak on this subject as the guest of the London booksellers two years ago. Personal canvassing, combined with the instalment system, succeeds in selling special books or sets of books in astonishing numbers. The books sold are of considerable value, such as encyclopaedias, works of special reference, sets of classics (small stuff would not be suitable for this method) and the intense thought devoted to effective advertising and compelling sales-arguments is a model which publishers and booksellers alike would do well to follow. By this method books reach a public which otherwise would go bookless.

And so at last we come to the public, of which by far the greater part ignores us of the book world, and is in turn by us ignored. The national advertiser exploits the fashions and foibles of this public; not so we. And this mass of people, who so readily react to hints of imperfect elimination and a great deal of nonsense besides is given little chance of reacting to suggestions as to the merits of books as such. We do not even claim for books the property of inducing that deep sleep on which vigor and virginal looks depend.

This public, and even that small section which is called the reading public, is the incalculable factor in estimating the prospects of a book; and it does not surprise us of the book world to learn that a successful book was originally rejected (like "John Inglesant") by a number of discriminating publishers. The reason is that ultimately the public is our salesman. How or why this capricious salesman sets to work we do not know; but so it is that from time to time the author and publisher blindly touch some spring which releases the genie of the bestseller. Then, regardless of merit, an epidemic excitement in the book sweeps through the homes of the bookless, and fabulous numbers are sold. This strange force is as mighty as rumor, as enduring, and often, as reasonable. Indeed it is, I believe, a manifestation of rumor thousand-tongued.

But if the public is ultimately the salesman, so ultimately is it the critic—the critic whose opinion is formed without haste, and without error. An author commonly is not without honor save in his own generation, but, once honored, he is hon-

ored for ever. This faculty of the public to assess justly the work of authors dead and gone—to select, grade and preserve the best and forget the unworthy is to me the strangest fact in the natural history of the book world—the strangest and the most encouraging.

Too often the author in life asks for bread and receives a stone—in the national cemetery. But his true monument is in the delight and grateful memory of generation after generation, and that is not a bad bargain for him. Later generations sift and garner well, very little that is good is lost, almost might one say the very hairs of the head of genius are numbered. Do we need more evidence of this than *Everyman's Library*?

But it is the public of today that is our problem in the book world, and here let us be geographical and take the people which probably has the smallest reading public, relative to population, of any civilized nation. We British have enough authors—4,500 in the Authors' Society, and perhaps 500 besides; we have enough publishers to cope with their MSS., but we do not support enough booksellers.

The Associated Booksellers of Great Britain and Ireland have a bare 1,000 members—and some of these are very bare. We have not considered a bookseller worthy of knighthood in my lifetime. The way to prosperity in the booktrade lies not in cheaper production, not, I believe, through more economic handling and distribution (desirable as those may be), but through an increased reading public. Surely that public is increasing despite the distractions of talkies and wireless and the newspaper. During this period of universal depression the booktrade has held on marvelously. More and more people seek escape from the hardships of the world of men into the world of books. Every man who revolts against noise is a potential recruit for the silent service of books.

I have only a minute or two in which to glance at booktrade organizations. Ideally they should exist to afford the separate members just such measure of protection, help and discipline as shall enable them to develop their individuality to the full.

In the book world the organizations reflect national characteristics. In Germany the organization (admirable and long a

model to the world) is rather over-developed and oppressive to the point of revolt. In America the organization is simple and helpful so far as members choose to play the game. In Scandinavia a strict and cautious guild system prevails. In Great Britain we show the most interesting developments.

It is the British booktrade which, after all, interests us most. The rock on which it is founded is the Net Book Agreement (lately endorsed by the Royal Commission on Restraint of Trade), which we owe to the vision of Sir Frederick Macmillan and the courage and faith of those who supported him and fought the good fight to victory. And here I recall especially the courage of J. M. Dent, who, at the crisis of his career as a young publisher, resolutely imposed the net condition on the great wholesale house which was by far his biggest customer. Such men made success possible.

Then arose that anxious body, the Associated Booksellers of Great Britain and Ireland, and, in response, the Publishers' Association with its somewhat dilute fellowship (if I may so render Aristotle's happy phrase), and, after the great book war so vividly described in Sir Frederick Macmillan's book, "The Net Book Agreement and the Book War," there, so to speak, the matter rested, as matter, being essentially inert, does rest until impelled by fresh motive force. Of late years the matter has not rested there. Today the two Associations no longer play Israelite and Philistine across the valley of Elah.

A corporate sense has been born and is growing into cooperative action, in the National Book Council and in the Joint Arbitration Court. This impulse towards construction, and its varied manifestations, will be the subject of a most interesting Dent Memorial Lecture in years to come, and the lecturer will have to seek much of his information in a book not yet written—is it necessary to tell you its title? "The Truth About Stanley Unwin."

So I conclude this shallow survey of our little world. It is a young world, less than 500 years old and its framework is the genius of individuals; we lesser men fill in the structure. So long as individual genius is allowed scope, our little world will surely stand.

Customers' Choice

HESTER HUNTER'S Bookshop, which originally occupied a room in the Temple of Music in Tucson, Arizona, now occupies a well-arranged bungalow directly across the street which has a sufficient number of rooms to allow for an increasing trade and larger stock. The bungalow is adapted to hospitality and lends itself well to leisure, there being cozy rooms adjoining each other, all provided with comfortable seats where the "browser" may ease his body at the same time he regales his soul. Indeed, one woman was unkind enough to remark, "the sofas are the most attractive feature of the store." One room is given up entirely to books for children; another, to dollar books and reprints of all kinds; while, in the third and main room are to be found all the late volumes, both fiction and non-fiction. She carries a considerable display of books on Arizona and the Southwest as related in these columns last summer. Here, too, is a good selection of recent titles on Russia; and, very fittingly, in view of Hester Hunter's familiarity with the authors of her own land, a good showing of Irish works—from Yeats, Russell, Shaw, Moore, Dunsany, Stephens, Ledwidge and other well known names of the Irish Revival down to such pres-

ent-day realists as Sean O'Casey and Liam O'Flaherty. Hester Hunter first introduced to Tucson the "Saki" books (H. H. Munro), placing them on sale directly they appeared in the United States. They have been among her best sellers and are still in constant demand.

* *

"Mourning Becomes Electra" and "Maid in Waiting" are two current books which are popular in Tucson, Arizona. Hester Hunter's Bookshop also tells us that old Lady Slane in "All Passion Spent" has been consistently in the limelight ever since the book was published.

* *

Harold Bell Wright has gone to *Harper*. The arrangement includes all the Wright book rights throughout the world. Wright's next novel will be "Ma Cinderella," and is an Ozark Mountain story. The Wright autobiography is under way, and will appear as "Letters to My Son."

* *

Minton, Balch sensibly feel that "if you pick a good enough title the public will read the book—if they like the book anyway." So they have given Dornford Yates' new story its third title—"Safe Custody." This tale was serialized in England as



Hester Hunter in her shop in Tucson, Arizona

"The Last Trick" and is running in *The Saturday Evening Post* as "Your Castle of Hohenems." Minton, Balch did not like either of these, so decided on "Safe Custody," a title which the English publisher will also use and which was Mr. Yates' own choice.

* *

Abraham Flexner's "Universities, American, English, German" has been translated into the German. The French translation is being supervised by Dr. Charles Rist, the French economic expert who visited this country with M. Laval.

* *

George Palmer Putnam announced last week that Ray T. Tucker, Washington correspondent of the New York *World-Telegram* is the author of "The Mirrors of 1932." In the new edition of this book a chapter on Borah will be substituted for that on Morrow.

* *

The first issue of *Contact*, the modern

quarterly published by Moss & Kamin, booksellers in the Barbizon-Plaza, New York, will contain an interesting bibliography of all the "little reviews," eccentric little "modern" magazines of one sort or another which have appeared since 1902. *Contact* will be out in January. William Carlos Williams is editor.

* *

The Book Club of Texas has reduced its membership dues from \$10 a year to \$2.50 a year.

* *

In February, *Knopf* will publish "Cancer: What Everyone Should Know About It," by Dr. James A. Tobey. It has a preface by H. L. Mencken and an introduction by Dr. Joseph Colt Bloodgood, the famous cancer surgeon of Johns Hopkins University.

* *

Houghton Mifflin's spring leader is "Czardas: A Story of Budapest" by Jeno Heltai, translated by Warre B. Wells.



Stamford Bookstore's recent window display of "Flowers of Evil." Free use of shadows was employed, and interesting effects obtained by a purple spot-light in the right foreground. The background is in heavy silver paper

This week the Culbertson-Lenz Contest Match at Contract moves from the Hotel Chatham to the Waldorf-Astoria. Richard Simon, one of Mr. Lenz's publishers, will be "master of ceremonies," as was Lewis Copeland, Mr. Culbertson's publisher, at the Chatham.

* *

Stuart Chase's "Mexico," quiet during the first two weeks of the month, picked up noticeably in Boston last week.

* *

One of the first authors to appear at Mary Spaulding's new bookshop in Winchester, Massachusetts, was Louise Andrews Kent, who autographed copies of her new juvenile, "Douglas of Porcupine." The Winchester shop is a newly-opened branch of the Mary Spaulding Bookshop of Brookline.

* *

Before setting sail for Australia on his new square-rigger, Alan J. Villiers took time to visit Boston and address the members of the City Club. His "Sea-Dogs of Today" is a popular title at the local stores. This is just the type of book that always does well at Lauriat's.

* *

After spending Christmas with Maurine Watkins, famed author of "Chicago," Dorothy Speare, who has been spending the last six months in Hollywood, will return to Boston. Her next novel, "Shadow Man," will be published by *Houghton Mifflin Company*.

* *

Stanley O. Bezanson, 1 Court Street, Boston, offers a December clearance list, explaining as follows: "Clearance lists usually appear in great profusion during the month of January and there are obvious reasons for this practice so commonly indulged in by Booksellers. I propose, however, to step out of this rut and offer some of these unusual values during the year which has been responsible for their accumulation, thus clearing the way for new ventures in 1932."

* *

The Buffalo Board of Education has voted to discontinue the use of "The Merchant of Venice" in the public schools. Rabbi Israel Efros of the Temple Beth-El



Eunice Chapin, author of "Pick-Up."
This author's new novel "City Girl"
will be out January 8.

told the Board that the play was an affront to the Jewish race and that the character of "Shylock" was not the result of personal observation on the part of Shakespeare. Curiously enough, the only Jewish member of the Board did not vote on the action.

* *

Tiffany Thayer's (Elmer Ellsworth) first book "Thirteen Men" sold 52,000 copies. "Call Her Savage" did almost as well. This author's third novel "The Greek," written in three months, seems to be a best seller on publication date, four printings having been necessary so far.

* *

Coward-McCann is publishing 14 new titles between January and June. Among these are "Men and Memories," Vol. 2, and Dorothy Sayer's "The Second Omnibus of Crime."

* *

A bookseller heard a customer remark that the sofa in her library was suffering from a broken leg. "Why not buy some books to prop it up," said the bookseller, "copies let us say of 'Hard Times' 'Desperate remedies,' 'The Rescue' or, more optimistically 'It is Never Too Late to Mend.'"

What Is the Answer?

The Saturday Review's Questionnaire

IN an interesting effort to enlist the book-reading public in analyzing the troubles of the booktrade the *Saturday Review of Literature*, which offered its facilities of reaching readers, and George S. Oppenheimer of the Viking Press who presents the problems, have cooperated in a questionnaire printed in the *Saturday Review* of December 19th. Mr. Oppenheimer said:

"Only one person holds the key to the secret or secrets of the current problems of the book business: the book purchaser—at least the purchaser of the new and full-priced book, not the one who turns to the dollar and other cheaply priced reprints. It is he who supports the business and must continue to do so in the style that it is accustomed to, if the industry is to flourish and grow. It remains for the publisher, therefore, to discover wherein the book business can remain attractive and approachable for this book purchaser."

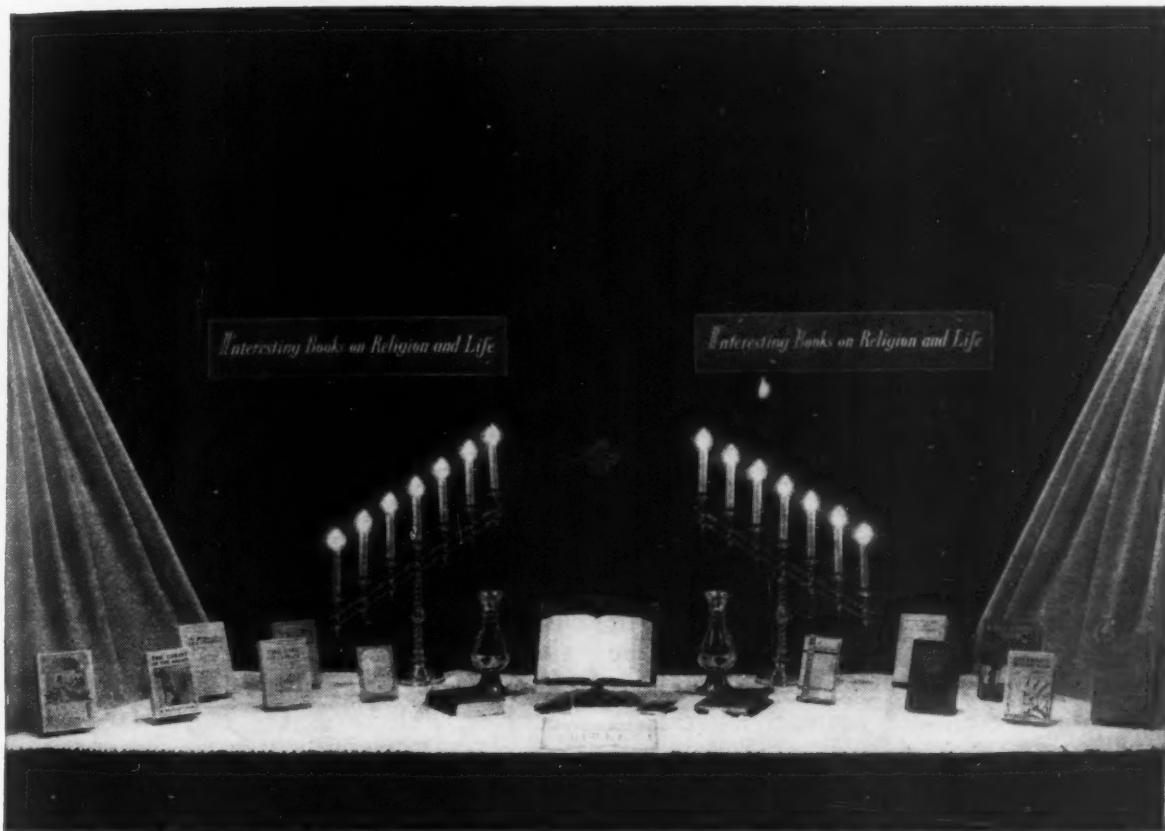
Fourteen topics are taken up for analysis, and the list of questions is printed in a form which can be torn out. It is to be hoped that the readers of the *Saturday Review of Literature*—and they represent an excellent selection of best book buyers throughout the country—will take this questionnaire seriously and that enough replies will come in to make the summaries obtained of real value. Booksellers, should not reply, as their opinions are affected, of course, by their close association with the trade.

The result of any questionnaire is affected by the inclinations of the public reached, as every city and state government which has ever conducted a referendum knows. The questions in this referendum on the state of the industry have been worded as carefully as possible, and a "yes" and "no" vote ought to be easy to make and should have some real significance.

The Questionnaire

- a. Are you buying as many books as ever?
- b. Are you buying fewer books *only* because you cannot afford to buy more?
1. Are the radio and the movies distracting you from books?
2. Is the magazine usurping much of your reading time?
3. Is it becoming increasingly difficult for you to select your books because of too many books being published?
4. Are you buying fewer books because you feel that the quality of what you buy has fallen off recently?
5. Are you buying fewer books because you feel that the moral tone of literature has been lowered?
6. Is the price of books keeping you from buying as generously as you used to?
7. Have you become price-conscious and as a result more wary of buying?
8. Has the popular reprint cut in on your purchases of new books?
9. Has the library, rental or public, made you more of a book-borrower than a book buyer?
10. Are you shelf-bound in your purchases?
11. A. Is membership in book clubs limiting your book purchases?
B. Are you concentrating on book club choices and letting other titles go?
12. Do you find that publisher's advertising:
A. fails to whet your appetite for the books advertised?
B. is not sufficiently far-reaching to make an impression on you?
C. is too full of overstatements to continue to enlist your faith?
D. is dishonest in its appeal?
13. A. Is the bookstore failing to serve you properly?
B. Would you buy more books if a bookstore were more accessible?
C. Do you feel the need of more bookstores?
14. A. Is the book review serving as a substitute for the books themselves?
B. Are reviews of books too uniformly enthusiastic?
C. Are reviews so dull that they fail to stimulate you into buying?

Religious Window Display Contest



This window display in the Augustana Book Concern, Rock Island, Ill., won first prize in the N. A. B. P.'s contest. Books of twelve publishers were included. The display was on view from the 2nd to the 16th of December

PRIZE winners in the window display contest sponsored by the Religious Book Publishers group of the National Association of Book Publishers, during the first two weeks in December, are announced as follows:

1st Prize, \$100

J. G. Youngquist

Augustana Book Concern Bookstore
Rock Island, Ill.

2nd Prize, \$75

William C. Hyde

Methodist Book Concern Bookstore
Chicago, Ill.

3rd Prize, \$50

A. O. Magnuson

University of Illinois Supply Store
Champaign, Ill.

4th Prize, \$25

J. F. Albright
Lamar & Whitmore
Dallas, Texas

Four additional prizes of \$10 each were awarded to Arthur Stevens, Methodist Book Concern Bookstore, New York; Morris Sanford, Morris Sanford Co., Cedar Rapids, Iowa; Otto L. Oelke, Methodist Book Concern Bookstore, Kansas City, Mo.; Edwin Yeager, Winfield's, Grand Junction, Colo.; Mattie Straughan, The Book Shop, Inc., Greensboro, N. C.

Photographs of displays submitted were judged by Carl Bixby, editor of *Advertising Displays*, and Oliver C. MacLeod, of the MacLeod Institute of Scientific Display. Four factors were considered in

awarding prizes: selling appeal; attractiveness; originality; range of publishers represented. Both judges were impressed with the distinctive quality of the prize winning windows.

Commenting on the window as a sales opportunity for retail stores, Mr. Bixby and Mr. MacLeod emphasized the importance of unit displays. The tendency of many dealers to crowd too many ideas and too much merchandise into one display, they believe, is a great mistake. The sales effort is lost by division of interests and the window does not "register" to the passer-by. Attractiveness and selling appeal are of equal importance as advertising qualities for any display, and both must be considered by the successful merchant. "Window 'trimming' and window 'decoration' are the wrong words to use," says Mr. Bixby. "The use of windows as selling implements calls for the projection of selling ideas and then visible presentation."

It is very difficult, of course, for any photograph to reproduce adequately all the qualities which enter into a successful window—color, light, perspective, etc. The judges realized that many of the windows represented were much more effective than

the pictures. The combination of Christmas appeal and atmosphere, with the religious books and Bibles, proved most attractive.

The following publishers participated in this display contest: Abingdon Press; Association Press; Beacon Press; The Century Co.; Cokesbury Press; Harper & Brothers; A. J. Holman Company; Henry Holt & Co.; Longmans, Green & Co.; Morehouse Publishing Co.; National Publishing Co.; Thomas Nelson & Sons; Oxford University Press; Ray Long & Richard R. Smith, Inc.; University of Chicago Press; John C. Winston Company.

Travelers' Banquet Preceded by Doubleday Party

A SHORT but highly entertaining program featured the annual banquet of the Associated Book Travelers held in New York on Monday, December 21st, at the Commodore Hotel. Harry Hershfield, creator of the nationally known comic cartoon "Abe Kabibble" proved a delightful and nimble toastmaster. The speakers of the evening, Carveth Wells, explorer, soldier, writer, naturalist, railroad builder, lecturer, Fellow of the Royal Geographic



Second prize in the Religious Book Display Contest went to the Methodist Book Concern, 740 Rush Street, Chicago, for this window

Society and The American Geographic Society, and Sir Hubert Wilkins, fresh from his submarine expedition under the North Pole, presented a graphic account of their adventures to an appreciative audience.

Leon Welker, the retiring president, was presented with the gold medal of the Association by Harry Snyder. The officers elected for 1932 are: George Amis, President; W. P. Goubeaud, Vice President; Francis Cox, Secretary and H. T. Olsen, Treasurer. The new Board of Governors will be made up of J. W. Corrigan, William B. Corrigan (father and son), and George V. Siefert.

Preceding the evening's party Doubleday, Doran and Company, Christopher Morley and Frank C. Henry played host to the travelers at a party on the 82nd floor of the Empire State Building and made this the occasion to launch with due ceremony "Swiss Family Manhattan," Morley's new book, which will be published in January.

To Combat Obscenity in Magazines

IN New York on December 21st was formed "The Citizens Committee for Civic Decency." This organization, which will eventually number 100, will work to rid New York newsstands of allegedly obscene magazines, which are sold indiscriminately. Former United States District Attorney Charles H. Tuttle accepted the chairmanship of the Committee with the understanding that he was to serve only until a permanent successor could be found. The Committee is made up of clergymen and lay leaders and has a measure of support from public officials, District Attorney Thomas C. T. Crain, President George Ryan of the Board of Education and City License Commissioner James F. Geraghty indicating their interest and support. Dr. A. Edwin Keigwin, president of the Greater New York Federation of Churches and pastor of the West End Presbyterian Church, presided at the meeting at which the Committee was formed. He emphasized that the new organization was not to be devoted to censorship but that its object would be to crystallize public opinion behind the public officials upon whom the Committee will call for action in regard to obscene magazines.

Clinic Meets

AT The Book Clinic meeting held at the Ad Club in New York on December 18th, the subject of "Wasting Money in Planning Books" occupied much of the discussion, various examples in recent bookmaking being examined from the point of view of what the designer could have done to have saved money on the job. The "lettering a backbone" controversy was again brought forward, the meeting still being of the opinion that the American practice of lettering a backbone from top to bottom was better than the English. The case problems which have been a feature of the meeting this season are to be continued. The 50 Books of the Year will not be discussed at the Clinic until after the opening of the 50 Books Show, probably sometime early in February.

Sheehan's in Hands of Receivers

JOHN V. SHEEHAN & COMPANY, INC., in Detroit, has gone into the hands of receivers. In the same city, Macaulay Brothers has filed notice of bankruptcy. Dennen's Book Shop has also filed notice of bankruptcy.

Poetry Contest

THE Harbor Press of New York announces its second poetry contest which is primarily for poets who have never had their work published in book form. The first Harbor Press Poetry Contest was held in 1930, and Joan Ramsay, author of the prize-winning manuscript "Horns in Velvet," is offering the prize of \$500 this year. The judges are William Allan Neilson, President of Smith College, Mrs. Dwight W. Morrow, Louis How, Laura Benét and Charles Hanson Towne. Full particulars may be had from the Poetry Contest Editor, The Harbor Press, Inc., 305 East 45th Street, New York City.

Communications

250,000 BOOKS

December 16, 1931.

Editor, *Publishers' Weekly*:

I have just noticed in the *Publishers' Weekly* for December 12, 1931, in your article on the Duke University Library,

the statement: "...An avalanche of books carefully selected from all parts of the world has borne down on this young university until more than 25,000 volumes are shelved..." This figure is incorrect and should be 250,000 volumes. I wished to call this error to your attention.

E. MORRELL,
Chief of the Order Division.

GAYARRE BIBLIOGRAPHER

Soulé College,
Jackson Ave., and Coliseum St.,
New Orleans.

Editor, *Publishers' Weekly*:

I wish to thank you for your kind notice in regard to my bibliography of Gayarré appearing in your issue of November 14. I regret, however, to advise you that my name is spelled Nott and not Mott and call your attention to this matter as I know how particular your magazine is on this point. Again thanking you for this notice, which I am sure will be a great help to me, I am,

G. WILLIAM NOTT.

Obituary Notes

RICHARD HENRY DANA

RICHARD HENRY DANA, noted author, lawyer and civil service reformer, died on December 16th at the age of 80 at his home at 113 Brattle Street, Cambridge. Son of Richard Henry Dana, author of "Two Years Before the Mast," he was a graduate of Harvard, and married the daughter of Henry Wadsworth Longfellow. President of the Civil Service Reform League, he engaged in a controversy with President Harding over civil service and prohibition enforcement in particular. Mr. Dana was editor of the Civil Service Record from 1889 to 1892 and was the author of "Double Taxation in Massachusetts," 1895; "Stirring Times" and "Letters to a Son," 1910; an introduction and concluding chapter in 1911 to "Two Years Before the Mast" written by his father, and "Hospitality England in the Seventies," in 1921. He is survived by his second wife and six children by his first wife.

WILLIAM H. ISBISTER

WILLIAM H. ISBISTER, for many years connected with the A. J. Holman Company, the Philadelphia Bible House, died on December 2nd from a stroke of apoplexy in the Frankford Hospital without regaining consciousness, and was buried on December 7th in Jersey City. Mr. Isbister went to the Holman Company after experience with the old publishing firm of Dillingham, and with the American News Company. His first work was that of book-keeper, but he afterward became a member of the firm. He was for many years Secretary and Treasurer of the Holman organization. Mr. Isbister was sixty-nine years of age, was born in Jersey City and educated at Cooper Union. He was a life member of the Union League Club, where he had resided since the death of his wife.

EUGENE LONG

EUGENE LONG, ardent book lover and collector, especially of rare and interesting Masonic items, died suddenly from heart attack in San Antonio, Texas, on November 17. A friend of many book dealers and collectors of this country, he rarely offered any of his valuable volumes for sale, except occasional duplicates. A year ago, when Mr. Long discovered he had a heart disorder, he retired as president of the firm "The Galleries" located at 529 Royal Street in New Orleans, La. He had devoted this past year to recreation and leisurely buying and selling through the mail at 751 Estes Ave., San Antonio, where his widow, May Long, will continue to reside and care for his collection.

VIRGIL M. HILLYER

VIRGIL M. HILLYER, noted author of "A Child's History of the World" and "A Child's Geography of the World" which have been continued best sellers for children for several years, and headmaster of the Calvert School in Baltimore, died on December 21st after an operation for appendicitis. Mr. Hillyer was 56 years of age, a graduate of Harvard, and the founder of a system of child training that

has been used widely by American army and navy officers in foreign countries and in missionary work. His "Child's History of the World" caused a controversy in Perth Amboy, New Jersey, when a clergyman stated that it should be removed from school reference libraries on the charge that it contained teachings of evolution. John Spargo, Assistant State Commissioner of Education, however, gave a decision in favor of Mr. Hillyer and the book remained. Mr. Hillyer's last book was "The Dark Secret," a book of stories for children. Mr. Hillyer is survived by his wife.

HUGO WEISBERGER

HUGO WEISBERGER, Baltimore book dealer, book collector and importer of rare first editions, met his death in a fall from the third story of his home, where he lived with his mother and two sisters. Owner of a bookshop at 913 North Charles Street, Mr. Weisberger, with his brother, Siegfried, opened another branch near the Johns Hopkins Hospital. A prominent figure in the Baltimore booktrade, he had a wide acquaintance of authors and artists, who gathered in his shop. Mr. Weisberger was said to have been depressed by a fear of tuberculosis, and, on December 16th, when he had a hemorrhage, he committed suicide. He was 38 years of age.

Business Notes

BOSTON, MASS.—The Reise Book Shop has moved from 212 St. Botolph St. to 237 Huntington Ave., and the shop will, in the future, be known as the Uptown Book House.

CHICAGO, ILL.—The Silhouette, 1252 Pratt Bldg., Eleanor Bordner, prop., small circulating library was opened December 1st.

FLUSHING, L. I.—King Kullen's Book Nook, State and Farrington Sts., has just been opened by Martha Isenberg, formerly with Horace Liveright, Inc.

HERINGTON, KANSAS.—The Needham Book Store's new location is 4 W. Main St.

HIGH POINT, N. C.—The Book Shop, Hotel Sheraton, Mezzanine floor. Mrs. Peel Williams and Mrs. Matt Wall have opened a circulating library, with a few books for sale, December 1st.

INDIANAPOLIS, IND.—Nick Kerz Lending Library, 3516-18 College Ave. Mary E. Beggs. Opened November.

KEENE, N. H.—Sally Wellman Bookshop, Lamson St., sold to Egidio Giovannangeli, December 1st. Shop will be continued under name, Sally Book Store.

McKEESPORT, PA.—The Argosy Book Shop, 320 Sixth St. Otto Nystrom. Circulating library, second hand books for sale. Opened December 3rd.

NEW YORK, N. Y.—U. Shatton, 81 W. 45th St. Small rental library delivery service. Opened December 1st.

NEW YORK, N. Y.—McDevitt-Wilson Book Shop, 30 Church St. New Manager Henrietta Mark, formerly of Womrath's Library and Henrietta Mark Book Shop, Inc.

NEW YORK, N. Y.—William Green, Bookseller of 133 E. 51st St. is in bankruptcy.

NEW YORK, N. Y.—Richard Ross has just opened a bookshop at 30 Irving Place.

PORT WASHINGTON, N. Y.—The Port Washington Book Shop, 67 Main St., is now at Port Plaza Bldg., Haven Ave. Stores will be operated at both addresses during the holiday season. After January 1st, permanent location Haven Avenue.

WICHITA, KANSAS.—Wesley Bookshop, Wesley Pharmacy, Hillside & Central Aves. Marian White. Rental library of current books in drug store. Opened September 1st.

Changes in Price

THE UNIVERSITY OF MINNESOTA PRESS
Shirley, Mary M. "The First Two Years: A Study of Twenty-Five Babies." Volume I, listed at \$2.00, is now \$2.50.

BRENTANO'S

"Quintessence of Ibsenism." Shaw. Increased to \$2.50.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

IN the week of December 26th we reach the lowest ebb in the year's publishing, as far as quantity is concerned. Some of the publishers have, however, brought out their first fiction of the mid-winter season. Doubleday, Doran & Co. published two new Crime Club books just in time for them to be brand new Christmas presents, "From This Dark Stairway" by *Eberhart* and "The Fort Terror Murders" by *Mason*. Dutton has three new novels which go on sale the day after Christmas, "The Time of Gold" by *Patrick*, "Honeyflow" by *Williams* and a detective story, "The Sword in the Pool" by *Marfield*. The same firm has also just published a biography with timely news interest, a life of the former King of Spain by *Princess Pilar*.

One of the most important books to be featured for "thinking Americans" is published by the League of Nations and distributed by the World Peace Foundation in Boston. It is "The Course and Phases of the World Economic Depression," an extensive and impartial survey, based on real facts and figures of the world depression and the causes that led up to it. The revised edition of *Hawtrey's* "The Gold Standard in Theory and Practice" brings the book up to date for those who want to understand the present situation in money and international exchange. The new edition of "Trains Tracks and Travel" by Professor *Van Metre* of Columbia University may be of general interest because of the present railroad situation.

"Contemporary Sociology" by Professor Emory S. *Bogardus* of the University of Southern California, known to the general public for his radio broadcasts, is a companion volume to his "History of Social Thought." An interesting little volume from the University of North Carolina Press, "Aspects of the Social History of America" contains four lectures on various aspects of the developments of the eastern states throughout their history, by *Sizer*, *McLaughlin*, *Fox* and *Canby*.

Two good new books on the theatre are a collection of plays from the modern European theatre by *Steeves* selected for "readers and theatre-goers who have not thought much or long upon the features or meaning of the present-day stage" and a history of experimental and idealistic theatres of Europe from 1887 to the present by *Miller*. "A Short History of French Painting" by *Underwood* is an excellent book in non-technical language for the general reader who wants to learn something about the subject. For bookstores that are making a specialty of books about horses, racing and hunting, and have interested customers the history of the Maryland Hunt Club, one of America's first steeplechases, by *Rose* is an important acquisition.

The Modern Library has added two new volumes, "Tono Bungay" by *Wells* and "The Sex Problem in Modern Society" by *McDermott*. An interesting addition to the Blue Ribbon Rainbow series of juveniles is *Byrd's* "Skyward."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

The Weekly Record of December 26, 1931

Adams, Orville D. and Ashmun, H. E.

Broadway to Hollywood; a dramatic comedy in three acts. 72p. S '31 Minneapolis, Northwestern Press pap., 75 c.

Aldrich, Darragh

Girls are like that! a comedy in three acts. 96p. S '31 Minneapolis, Northwestern Press pap., 75 c.

Ambler, Charles Henry

A history of transportation in the Ohio Valley, with special reference to its waterways, trade, and commerce from the earliest period to the present time; lim. ed. il., maps (pt. col.) O '31 Glendale, Cal., A. H. Clark Co. \$7.50

Architectural interiors [formerly Painting and interior decoration]. 142p. il. (pt. col.) D (Blue b'k ser.) [c. '31] Scranton, Pa., Internat'l Textb'k Co. fab., \$3.25

Arno, Peter

Peter Arno's circus. no p. il. Q [c. '29-'31] [N. Y.], Liveright \$3; lim., signed ed., \$10 A new collection of his humorous drawings.

Askin (John) papers (The); v. 2, 1796-1820; ed. by Milo M. Quaife. 829p. (bibl. footnotes) il. O (Burton historical records, v. 2) c. [Detroit], Detroit Lib. Commission half lea., \$5

Augustine, Charles, D.D.

Liturgical law; a handbook of the Roman Liturgy. 482p. O '31 St. Louis, B. Herder \$4.50

Avery, C. Louise

An exhibition of early New York silver, Dec. 8, 1931-Jan. 31, 1932. '31 N. Y., Metropolitan Mus. \$2; pap., \$1.50

Baltzell, Winton James, ed.

A complete history of music, for schools, clubs and private reading; 14th ed. 659p. (bibls.) il. D [c. '31] Phil., Theodore Presser Co. \$2.25

Bartholomew, John

The Oxford advanced atlas; 4th ed. rev. 127p. F '31 N. Y., Oxford \$3.50

Abrahams, Robert David, and Meyer, Milford J.

Handbooks of collection practice for attorneys, collection agencies, credit houses, managers and business men. 376p. S '31 Newark, N. J., Soney & Sage Co. buck. \$5

Ames, Wilmot Spofford

Eames-Ames genealogy; descendants of Robert of Woburn and Thomas of Framingham, Massachusetts, 1634-1931. 250p. il. O [c. '31] [Auburn, Me., Merrill & Webber Co.] \$5.50

Arant, Herschel Whitfield

Handbook of the law of suretyship and guaranty. 483p. O (Horn'b'k ser.) '31 St. Paul, Minn., West Pub. Co. fab. \$5

Bell, E. T.

Queen of the sciences [mathematics]. 138p. S (Century of progress ser.) '31 Balt., Williams & Wilkins \$1

Berger, Helen

Nobody's Joan [juvenile fiction]. 313p. il. D '31 Newark, N. J., Barse & Co. \$1.50

Berjane, T.

French dishes for English tables [cookery]. il. D '31 N. Y., Warne \$2

Berry, Richard James Arthur, M.D., and Gordon, Ronald Grey, M.D.

The mental defective; a problem in social inefficiency. 238p. il., diagrs. D c. N. Y., Whittlesey House, McGraw-Hill \$2.50

A book for the layman on the problem society faces in the number of people of subnormal or abnormal mentality.

Bible

The prophetic poetry of Isaiah; chapters 1-37; tr. in parallelism from a revised Hebrew text by William Popper. 180p. O c. Berkeley, Cal., Univ. of Cal. Press buck., \$2.50

Blackie's children annual. 200p. il. Q ['31] Newark, N. J., Barse & Co. bds., \$1.50

Blanton, Wyndham Bolling, M.D.

Medicine in Virginia in the eighteenth century [lim. ed.]. 459p. (6p. bibl.) il., diagrs. Q c. Richmond, Va., Garrett & Massie \$7.50

Bogardus, Emory Stephen

Contemporary sociology. 483p. (bibls.) O c. Los Angeles, Univ. of So. Cal. Press \$3.50

A compendium of the viewpoints of the contemporary sociologists in an effort to define modern concepts; a companion volume to the author's "History of Social Thought."

Fundamentals of social psychology; 2nd ed. 456p. (bibls.) O (Century soc. science ser.) [c. '24-'31] N. Y., Century \$3.50

Boodin, John Elof

A realistic universe; rev. ed. 468p. D '31 N. Y., Macmillan \$3.50

Bookfellow anthology (A), 1931 [verse]. 208p. O '31 Chic., The Bookfellows \$2

Brady, Charles F.

Salesman's daily guide. 57p. S c. Kansas City, Mo., Lowell Press, 3017 Main St. \$1 Some do's and don't's for salesmen.

Bailey, Hamilton

Emergency surgery; v. 2. 434p. il. (pt. col.) O '31 N. Y., Wm. Wood \$8

Bellingham-Smith, E., M.D., and Feiling, Anthony, M.D.

Modern medical treatment; 2 v. 1434p. O '31 N. Y., Wm. Wood fab. \$12

Berkeley, Comyns, M.D., ed.

Midwifery; 4th ed. 752p. il. (pt. col.) O '31 N. Y., Wm. Wood \$7.50

Billard, J.

Phylaxis. 89p. O '31 N. Y., Macmillan \$3

Bowers, Renzo D.

Judicial discretion of trial courts. 723p. O '31 Ind., Bobbs-Merrill flex. fab., \$10

Braun, Wilbur

Henry tells the truth; a comedy in three acts. 100p. S '31 Minneapolis, Northwestern Press pap., 75 c.

Brent, Hally Carrington

Music and meditation. 58p. D (Contemporary poets, 105) '31 Phil., Dorrance \$1.50

Bridges, Robert

Collected essays, papers, etc., of Robert Bridges; 6, The poems of Mary Coleridge; 7, Lord De Tabley's poems. 47p. D '31 [N. Y.], Oxford bds., \$1

Two essays in literary criticism by England's late Poet Laureate, printed in the phonetic type of the phonetic alphabet he originated.

Bruestle, Beaumont S.

Storm signals. 74p. D (Contemporary poets, 103) '31 Phil., Dorrance \$1.75

Burke, Edmund Joseph

The outcast, and other poems. 151p. O [c. '31] Chic., M. A. Donohue \$1.25

Burroughs, Edgar Rice

Tarzan the invincible. 318p. front. D [c. '30, '31] Tarzana, Cal., Edgar Rice Burroughs, Inc. \$2

Tarzan of the Apes becomes embroiled in a Red plot to dominate savage Africa.

Byrd, Richard Evelyn

Skyward; foreword by Rear Admiral William A. Moffett; new introd. by the author [boy's ed.]. 383p. il. O (Rainbow bindings) [c. '28] N. Y., Blue Ribbon B'ks \$1

Byron, George Gordon Noël Byron, 6th baron

Childe Harold's pilgrimage; il. by Sir Francis Cyril Rose [lim. ed.]. 236p. il. (col.) Q (Harrison of Paris) [n.d.] N. Y., Minton, Balch buck., \$7.50 bxd.; \$25

Cardinall, A. W.

Tales told in Togoland; to which is added the mythical and traditional history of Dagomba by E. F. Tamakloe. [folklore]. 299p. D '31 N. Y., Oxford \$5

Cecchi, Emilio

Siennese painters of the Trecento. il. Q '31 N. Y., Warne \$10

Cerve, Wishar S.

Lemuria, the lost continent of the Pacific. 270p. (bibl.) il., maps (Rosicrucian lib., 12) '31 San Jose, Cal., Rosicrucian Press \$2.50

Chubb, Edith Taft and Johnson, Laurence B.

Test your bids in contract. 44p. D '31 Phil., Winston 50 c.

Brooks, F. T., and Chipp, T. F., eds.

Report of Fifth International Botanical Congress, Cambridge 1930. 694p. O '31 N. Y., Macmillan \$7

Cheaney, Margaret M.

Lincoln's days of destiny; a pageant of historic Aprils. 45p. D [c. '31] Petersburg, Ill., [Mrs. E. S. Cheaney] pap. 50 c.

Ciné titling and editing. 96p. il. S (Cine amateur ser., v. 2) '31 N. Y., Falk Pub. Co. \$1

Clare, George and Crump, Norman

The A. B. C. of the foreign exchange. 306p. D '31 N. Y., Macmillan \$1.80

Cleaver, Hylton

Term of thrills. 288p. il. (col. front.) D (Treasure lib. for boys and girls) '31 N. Y., Warne \$1.50

Clendon, Arthur and Vince, J. H.

The Clarendon Latin course; a four-year course for schools. 288p. S '31 N. Y., Oxford \$1.25

Colwell, Ernest Cadman

The Greek of the Fourth Gospel. 152p. (bibl. footnotes) D [c. '31] Chic., Univ. of Chic. Press \$2

A study of its Aramaisms in the light of Hellenistic Greek.

Copeland, Edwin Bingham

The coco-nut; rev. ed. [agriculture]. 251p. il. O '31 N. Y., Macmillan \$8

Course and phases of the world economic depression (The); report presented to the assembly of the League of Nations; rev. ed. 355p. (bibl. footnotes) diagrs. O (League of Nations pubn's, II, economic and financial, 1931 II-a, 22) '31 Bost., World Peace Found. \$3

The findings of an extensive and impartial inquiry into the phases and causes of the depression made under the auspices of the League of Nations with the collaboration of the International Labor Office, the International Institute of Agriculture and the governments of many countries.

Cox, Harding

Dogs of today. 127p. il. O '31 N. Y., Macmillan \$2

Crawford, Lewis William, and others

Advanced French composition. 211p. S '31 N. Y., Nelson \$1.50

Credit management. 548p. il. D '31 N. Y., Amer. Inst. of Banking, 22 E. 40th St. \$3.50

Cross, Ira Brown

Economics. 552p. D [c. '31] N. Y., Amer. Inst. of Banking, 22 E. 40th St. \$3

Croze, Austin de

What to eat and drink in France. 332p. D '31 N. Y., Warne \$2

Crump, Helen J.

Colonial admiralty jurisdiction in the seventeenth century. 210p. (7p. bibl.) O (Imperial studies, no. 5) '31 N. Y., Longmans \$3.50

A study of the origin and growth of admiralty jurisdiction in England's colonies.

Coleman, T. E.

Approximate estimates; a pocketbook for estimating for the use of architects, engineers and contractors (English practice); 6th ed., rev. by Clyde Young. 344p. il. S '31 N. Y., Spon & Chamberlain \$3.50

Crosby, Caresse

Poems for Harry Crosby [lim. ed.]. 50p. O '31 [N. Y., Harry F. Marks] bds. apply

Curtis, F. D.
Second digest of investigations in the teaching of science. 424p. D '31 Phil., P. Blakiston \$3

Dario, Rubén
Poetic and prose selections. 308p. front. S (Heath's modern lang. ser.) '31 Bost., Heath \$1.12

d'Assisi, Mother Francis
My candle, and other poems. 66p. D c. N. Y., Benziger Bros. \$1
Mystical verse.

de Blois, Austen Kennedy, ed.
The evangelical faith. 274p. (bibl. footnotes) D [c.'31] Phil., Judson Press \$1.50
A series of papers by professors in the Eastern Baptist Theological Seminary.

Demosthenes; v. 2, pt. 2 and v. 3. D (Oxford classical texts) '31 N. Y., Oxford \$5

Demosthenes; v. 3; ed. by W. Rennie. D (Oxford classical texts) '31 N. Y., Oxford \$2

Dickens, Charles
The chimes; il. by Arthur Rackham; lim. ed. 176p. Q '31 N. Y., Lim. Eds. Club buck., \$10, to members

Dobie, J. Frank
On the open range [history]. 312p. il. D '31 Dallas, Tex., Southwest Press \$1.50

Dugdale, E. T. S., tr.
German diplomatic documents; v. 4. '31 N. Y., Harper \$7.50

Durell, Fletcher, and Arnold, Elmer Ellsworth
A first book in algebra. 575p. diagrs. D [c.'31] N. Y., C. E. Merrill \$1.36

Eberhart, Mrs. Mignon G.
From this dark stairway. 312p. D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$2
Nurse Keate and Detective Lance O'Leary solve a murder in a hospital.

Eglinton, Guy
Reaching for art. 152p. (bibl. footnotes) il. D ['31] Bost., May & Co. \$2
Essays on art and its appreciation.

Ellis, S. M.
Wilkie Collins, Le Fanu, and others [essays]. 343p. il. (col.) O '31 N. Y., Long & Smith \$5

Exleben, Marguerite C.
Notes on children's nursing. 242p. il. O '31 Phil., F. A. Davis \$2

Everett, Elizabeth Lowell
Ye governour and companie of Massachusetts Bay [history]. 184p. D '31 Phil., Dorrance \$1.75

Famous paintings: Children; interpretations by Henry Turner Bailey. 62p. il. (col.) S c. N. Y., Art Extension Soc., 65 E. 56th St. bds., \$1
Some reproductions of famous Spanish, Dutch, English and American paintings of children, with notes on the pictures and the artists.

Galland, Joseph Stanislaus, and Cros, Roger [eds.]
Nineteenth century French verse. 361p. (4p. bibl.) D (Century modern lang. ser.) [c.'31] N. Y., Century \$1.60

George, Charles
My china doll; a musical comedy in three acts. 77p. il., diagrs. O (French's musical lib.) c. '26, '31 N. Y., S. French pap., 75 c.

Giffin, Sundar
Beggar of beauty [verse]. 108p. D (Contemporary thought ser.) '31 N. Y., Roerich Mus. Press \$1.50

Gilmartin, John G. and Russell, Claude C.
Intermediate problems in arithmetic, grades 5, 6. 176p. '31 N. Y., Newson & Co. 68 c.

Gooch, R. K.
Regionalism in France. 141p. (bibl. note, bibl. footnotes) O (Univ. of Va. Inst. for Research in Soc. Sciences pub'n, Inst. monograph no. 12) c. N. Y., Century \$1.75
A study of the movement towards decentralization in France today that is known as Regionalism.

Grimm, Jakob Ludwig Karl and Grimm, W. K.
Fairy tales from Grimm. 117p. il. O ['31] Newark, N. J., Barse & Co. \$1

Hadow, W. H.
The Oxford history of music; v. 5, The Viennese period. 350p. O '31 N. Y., Oxford \$6

Halliburton, W. D. and McDowall, R. J. S.
Handbook of physiology; 19th ed. 842p. il. O '31 Phil., P. Blakiston \$4.75

Halsey, Don P.
The evidence for immortality. 183p. D c. N. Y., Macmillan \$2
The question of man's immortality examined and affirmed.

Harrington, Harry Franklin and Martin, Lawrence
Pathways to print. 451p. O '31 N. Y., Van Nostrand \$3.50

De Sloovere, Frederick Joseph
Cases on the interpretation of statutes selected from decisions of American and English courts. 993p. O (Amer. caseb'k ser.) '31 St. Paul, Minn., West Pub. Co. fab. apply

Douglas, William Orville, and Shanks, Carroll M.
Cases and materials on the law of corporate reorganization. 570p. O '31 St. Paul, Minn., West Pub. Co. fab. \$6

Eliason, Eldridge Lyon, and others
Surgical nursing; 3rd ed., rev. 584p. il., diagrs. O (Lippincott's nursing manuals) [c.'31] Phil., Lippincott \$3

Farmer, Edward Lewis
Escrows. 198p. D [c.'31] Los Angeles, Parker, Stone & Baird Co. \$3, bxd.

Gardiner, Frederick, M.D.
Handbook of skin diseases; 3rd ed. 295p. il. (pt. col.) '31 N. Y., Wm. Wood \$3.50

Giorloff, Ruth
Circumstances alter cases; comedy in one act. 27p. D [c.'27, '30] N. Y., S. French pap. 35 c.

Haddock, M. H.
Deep borehole surveys and problems. 296p. (bibl.) il. O '31 N. Y., McGraw-Hill \$4

Hattersley, Mrs. Lelia

How to play the Culbertson System. 221p. D c. N. Y., Bridge World \$1.50
An explanation of the Approach-Forcing System of contract bridge.

Hawtrey, Ralph George

The gold standard in theory and practice; 2nd ed. 168p. D '31 N. Y., Longmans \$1.50

Hobart, Alvah Sabin, D.D.

Transplanted truths, or, Expositions of great texts in the Epistles of Peter. 189p. front. (por.) D [c.'31] Phil., Judson Press \$1

Expository discussions of some of the outstanding passages of these Epistles.

Hodges, Ray

Sweet sixteen; a domestic comedy of youth in three acts. 80p. S '31 Minneapolis, Northwestern Press pap., 75 c.

Hodgman, Charles David and Lange, Norbert Adolph, comps.

Handbook of chemistry and physics; 16th ed. 1558p. diagrs. S [c.'14-'31] Cleveland, O., Chemical Rubber Pub. Co., 1900 W. 112th St. flex. fab., \$5

Hodgson, James Goodwin, comp.

Planning for economic stability. 219p. (bibls.) D (Reference shelf, v. 7, no. 9) c. N. Y., H. W. Wilson 90 c.

Hofstead, John A.

American educators of Norwegian origin; a biographical dictionary. 316p. O [c.'31] Brooklyn, N. Y., Author, 854 68th St. \$3.50

Holzwarth, Charles Homer and Price, William Raleigh

Oral French reader. 266p. D (Heath's modern lang. ser.) '31 Bost., Heath \$1.12

Hopkins, Alfred

Planning for sunshine and fresh air. 238p. il. O '31 N. Y., Architectural B'k Pub. Co. buck., \$5

Hudson, G. F.

Europe and China; a survey of their relations from the earliest times to 1800. 336p. (bibl. footnotes) maps O [c.'31] [N. Y., Longmans] \$5.50

Imperial gazetteer of India (The); v. 26, Atlas; new rev. ed. il. O '31 N. Y., Oxford

\$6

Index Londinensis to illustrations of flowering plants, ferns, and fern allies; v. 6.

570p. F '31 N. Y., Oxford \$35

Jennings, Talbot

No more frontier; a play in prologue and three acts. 145p. il. D (Yale plays) [c.'30, '31] N. Y., S. French pap., 75 c.

Heaton, Willis E.

Heaton on surrogates' courts; 5th ed., v. 6, Estate taxes by Albert Handy. 705p. O '31 Albany, N. Y., M. Bender fab. \$40, set

Hermannsson, Halldór

The cartography of Iceland. 107p. (bibl. footnotes) il. (por.), maps O (Islandica, v. 21) '31 Ithaca, N. Y., Cornell Univ. Lib. pap. \$2

Johnsen, Julia Emily, comp.

Capitalism on trial. 210p. (bibls.) D (Reference shelf, v. 7, no. 10) c. N. Y., H. W. Wilson 90 c.

Jones, Uriah James

Simon Girty, the outlaw; biographical sketch and notes by A. Monroe Aurand, Jr. [reprint of 1846 ed., lim. numbered ed.] 183p. (bibl.) O '31 Harrisburg, Pa., Aurand Press \$5

Joslin, Elliott Proctor

Diabetes; its control by the individual and the state. 70p. il. D (Harvard health talks 18) '31 Cambridge, Mass., Harvard \$1

Juvenal, Decimus Junius

Satires; ed. by A. E. Housman. 203p. O '31 N. Y., Macmillan \$3.25

Kadak, Paul K.

Practical Slovak American interpreter, and the Practical Slovak-English and English-Slovak dictionary; 3 v. in 1. 585p. S '31 Milwaukee, Caspar, Krueger, Dory Co. \$2

Kantorowicz, Ernst

Frederick II, 1194-1250 [biography]. 752p. O '31 N. Y., Long & Smith \$7

Katz, Rabbi Jacob

Attaining Jewish manhood; Bar-mitzvah addresses. 278p. D c. N. Y., Bloch Pub. Co. \$2.50

Kauffman, Ruth Hammitt [Mrs. Reginald Wright Kauffman]

To Paris with Aunt Prue. 277p. il. (col. front.), map, diagr. O [c.'31] Phil., Penn \$2

The story of the experiences of Alice and Alec Mifflin, thirteen-year-old twins, during a summer vacation in Paris. A guide to Paris for parents accompanied by children is also included.

Kelly, Myra

Little citizens; the humours of school life. 353p. il. D '31, c. '04 N. Y., Peter Smith \$1.75

Kerwin, Mrs. Madeleine

Improve your card-play, at contract or auction bridge. 150p. S [c.'30] N. Y., Century \$1

Formerly published by Knopf.

Kresensky, Raymond

Emmaus; Luke 24, 13-35. 67p. D [c.'31] Cedar Rapids, Ia., Torch Press \$1.50

A book of religious verse.

Lawrence, Josephine

Perry and Polly's pictures; new ed. 62p. il. D ['31] Newark, N. J., Barse & Co. 50 c.

Le Bron, Marion

Jimmy shoestring [fiction]. 96p. il. (col.) S '31 Chic., A. Flanagan 64 c.

Hougen, O. A., and Watson, K. M.

Industrial chemical calculations. 502p. O '31 N. Y., Wiley \$4.50

Kennedy, R. G.

Hydraulic diagrams for channels in earth; giving discharges, mean velocities and sitting diagrams for varying bed depths and slopes; 2nd ed. diagrs. F '31 N. Y., Spon & Chamberlain flex. cl. \$9

Lekkerkerker, Eugenia C.
Reformatories for women in the United States. 615p. '31 N. Y., G. E. Stechert buck., \$6

Levine, Joseph Cooper, comp. and tr.
Echoes of the Jewish soul; gleanings from modern Hebrew literature. 72p. D c. N. Y., Bloch Pub. Co. \$1
Prose excerpts with biographical notes about the authors.

Littauer, Vladimir S.
Jumping the horse; lim. ed. 138p. il. O '31 N. Y., Derrydale Press \$10

Logie, Iona M. R., ed.
Careers in the making. 410p. (18p. bibl.) il. (pors.) D c. N. Y., Harper \$1.20
Selections from recent biographies of outstanding people in different fields of work, with questions bearing on vocational guidance on each selection.

Lysaght, S. R.
The immortal Jew. 322p. O '31 N. Y., Macmillan \$4.25

MacCall, Seamus
And so began the Irish nation. 492p. (5p. bibl.) il., diagrs. O '31 N. Y., Longmans \$5
A history of early Irish civilization.

McCord, Carey P.
Industrial hygiene. '31 N. Y., Harper \$5

McDermott, John Francis, ed.
The sex problem in modern society; an anthology. 416p. (bibl. footnotes) S [c. '31] N. Y., Modern Lib. flex. cl., 95 c.

MacGregor, M. M., pseud. [Mrs. Mabel McGeorge Shoemaker]
Astrology. 341p. diagrs. S c. Phil., Penn \$1
Instructions for character reading through horoscopes.

McHale, Francis
President and Chief Justice [William Howard Taft]. 321p. front. O '31 Phil., Dorrance \$3

McMahill, John, jr.
Love unmasqued [lim. signed ed., verse]. 24p. front. (por.) O '31 Chic., Black Archer Press \$3

McNair, Arnold Duncan, and Lauterpacht, Hersh, eds.
Annual digest of public international law cases; being a selection from the decisions of international and national courts and tribunals given during the years 1927 and 1928. 643p. (bibl. footnotes) O (Contribs. to internat'l law and diplomacy) '31 N. Y., Longmans \$15

Kidder, Frank E., and Parker, Harry
Architects' and builders' handbook; 18th ed. 2315p. S '31 N. Y., Wiley flex. cl. \$8

Lamon, Harry Miles, and Kinghorne, Joseph William
Judging poultry; rev. 114p. il. D '31 Wash., D. C., Lamon & Kinghorne, 1426 You St., N. W. \$2.50

McConathy, Osbourne, and others
The music hour; teacher's guide for the 5th bk. 343p. il. Q [c. '31] Newark, N. J., Silver Burdett \$1.80

Mann, Horace K., D.D.
The lives of the popes in the Middle Ages; v. 17, Nicholas IV to St. Celestine V, 1288-1294. 354p. O '31 St. Louis, B. Herder \$5

Marfield, Dwight
The sword in the pool. 270p. D (Dutton clue mystery) [31] N. Y., Dutton \$2
Connie Van Amster's body, pierced by a sword, is found in the swimming pool of her penthouse apartment.

Mason, Van Wyck
The Fort Terror murders. 309p. diagr. D (Crime club) [c. '31] Garden City, N. Y., Doubleday, Doran \$2
Mystery and sudden death center about an old Spanish fort near a Philippine army post.

Matthews, Frederick C.
American merchant ships, 1850-1900; ser. 2. 370p. il. O '31 Salem, Mass., Marine Research Soc. \$7.50; lim. numbered ed., \$15, bxd.

Message of 1930, The [activities of Museum]. 152p. il. D (New era lib.) '31 N. Y., Roerich Mus. Press \$1.50

Miller, Anna Irene
The independent theatre in Europe; 1887 to the present. 446p. (19p. bibl.) O c. N. Y., Long & Smith \$4
A history of the modern theatre movement in France, Germany, England, Ireland and Russia.

Miller, Herbert Sumner
The Book of Ephesians, with outlines and notes. 250p. (bibl.) D '31 Harrisburg, Pa., Evangelical Press \$1.50

Milnes, Benjamin Birch
Hungry hollow [fiction]. 224p. D '31 Phil., Dorrance \$2

Mitchell, C. Ainsworth
Recent advances in analytical chemistry; v. 2, Inorganic chemistry; v. 2. 452p. il. D '31 Phil., P. Blakiston \$3.50

Mofolo, Thomas
Chaka; an historical romance; tr. by F. H. Dutton; introd. by Sir Henry Newbolt. 213p. D '31 N. Y., Oxford \$3

Moore, B. V.
How to interview. '31 N. Y., Harper \$4

Morgan, and others
Neues deutsches Liederbuch. 167p. D (Heath's modern lang. ser.) '31 Bost., Heath \$1.56

McGregor, Richard C., and Marshall, Elizabeth J.
Philippine birds; their haunts and habits. 224p. il. (pt. col.) D '31 Phil., Winston 80 c.

McPheeeters, Herman Oscar
Varicose veins, with special reference to the injection treatment; 3rd rev. and enl. ed. 285p. (bibl.) il. (pt. col.), diagr. O '31 Phil., F. A. Davis, \$4

Madden, Joseph Warren
Handbook of the law of persons and domestic relations. 762p. O (Hornb'k. ser.) '31 St. Paul, Minn., West Pub. Co. fab., \$5

Morison, Stanley

Ichabod Dawks and his *News-Letter*; with an account of the Dawks family of booksellers and stationers, 1635-1731. 38p. il. F '31 [N. Y., Macmillan] buck., \$7

This study and description of the development of the typography of Ichabod Dawks' periodical for which he invented a special script type in imitation of handwriting is based on the recent discovery of the original matrices for the type. The biographical account of the famous London family of booksellers and printers, the Dawks, is based on the discovery of a family diary.

Mott, J. R.

Leadership of the constructive forces of the world. 30p. O (Walker Trust lectures on leadership—no. 2, Oxford lecture ser.) '31 N. Y., Oxford \$1

Mountsier, Mabel

Singing youth; new ed. '31 N. Y., Harper \$1.50

Mumford, Edith Emily Read

Joan; a story from life. 93p. il. D '31 N. Y., Longmans bds., \$1

The story of a little English girl in a sheltered home, passing through a period of stormy conflict.

Murray, William Henry

The speeches of William H. Murray (Alfalfa Bill). 221p. O '31 Oklahoma City, Harlow Pub. Co. \$1.50; pap., \$1

Mustard, Wilfred P.

The eclogues of Henrique Cayado; a study in Renaissance pastoral. 98p. '31 Balt., Johns Hopkins Press \$1.50

Nease, Rev. Floyd William

Symphonies of praise [sermons]. 192p. front. (por.) D [c.'31] Kansas City, Mo., Nazarene Pub. House \$1

Newell, Peter

The hole book; special lim. ed. il. '31 N. Y., Harper 75c

Ovid [Publius Ovidius Naso]

Les métamorphoses d'Ovide; tr. by Georges Lafaye; il. by Pablo Picasso; lim. numbered signed ed. 395p. F '31 N. Y., Marie Harriman Gallery, 61 E. 57th St. \$400; \$700, looseleaf

Patrick, Diana, pseud. [Mrs. Desemea Newmann Wilson]

The time of gold. 286p. D [c.'31] N. Y., Dutton \$2

Jenny Loring innocently becomes involved in a scandal that threatens her career and separates her from her lover.

Penrose, Boies, ed.

Sea fights in the East Indies in the years 1602-1630. 308p. il. O '31 Cambridge, Mass., Harvard \$3.50

Montani, Nicola Aloysius

Essentials in sight singing; a modern method Solfeggio; bks. 1 and 2. 170p.; 204p. il., diagrs. O [c.'31] Bost., C. C. Birchard & Co., 221 Columbus Ave. \$2, ea.

Orla-Jensen, Sigurd

Dairy bacteriology; tr. by P. S. Arup; 2nd ed. 198p. il. O '31 Phil., Blakiston's \$4.50

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Every inch a king; Alfonso XIII; a study of monarchy. 485p. (5p. bibl.) il. O [c.'31] N. Y., Dutton \$5

A biography of the recently exiled King of Spain. Princess Pilar is a first-cousin of King Alfonso.

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Lucretia Ann on the Oregon Trail [fiction]. 244p. il. (pt. col.) D '31 Caldwell, Idaho, Caxton Printers \$2.50

Potter, Beatrix

La famille Flopsaut. 84p. il. (col.) T (Peter Rabbit b'ks) '31 N. Y., Warne bds., 75c

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Bud Bright and the drug ring. 219p. front. D (Bud Bright ser.) [c.'31] Phil., Penn 50c

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Chinese textiles: an introduction to the study of their history, sources, technique, symbolism and use occasioned by the exhibition of Chinese court robes and accessories, Dec. 8, 1931-Jan. 31, 1932. '31 N. Y., Metropolitan Mus. bds., \$1.50; pap., \$1

Read, John

Elementary textile design and fabric structure. 95p. il., diagrs. Q '31 [N. Y., Longmans] bds., \$2

Rhea, Robert

Graphic charts; Dow-Jones daily stock averages and sales. no p. obl. Q '31 N. Y., Macmillan fab., \$12.50

Roerich, Nicholas

Realm of light [essays and addresses on art and culture]. 333p. front. D (New era lib.) '31 N. Y., Roerich Mus. Press \$3

Romig, Edna Davis

The torch undimmed. 49p. D (Contemporary poets, 104) '31 Phil., Dorrance \$1.50

Rose, Stuart

The Maryland Hunt Cup; foreword by Jacob A. Ulman; chart of the course by Gordon Ross. 171p. il., diagr. Q c. N. Y., Huntington Press \$7.50; lim. numbered ed., \$25, bxd.

A history of the classic of American steeplechasing from its inception in 1894 to the present. The limited edition contains the chart of the course in color, and a separate proof of this chart, ready for framing.

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Insect pests of farm, garden and orchard; 3rd ed. 568p. O '31 N. Y., Wiley \$4.50

Saplings; 6th ser.—1931. 124p. D [c. '31] Pittsburgh, Scholastic Pub. Co. \$1.50

Verse, short stories and essays selected from manuscripts written by high school students in competition for the scholastic awards conducted annually by *The Scholastic*.

Schmidt, Ferdinand August and Kohlrausch, Wolfgang

Physiology of exercise; 4th ed. 216p. il. O '31 Phil., F. A. Davis flex. cl., \$2.50

Schweitzer, Albert

The mysticism of Paul the Apostle; tr. by William Montgomery. 426p. (bibl. footnotes) O [c. '31] N. Y., Holt \$3

An interpretative study of the teaching of Paul.

Sertillanges, Rev.

Foundations of thomistic philosophy; tr. by Rev. G. Anstruther. 261p. O (Catholic lib. of religious knowledge, v. 20) '31 St. Louis, B. Herder \$1.35

Sharfman, Isaiah Leo

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Half lines and repetitions in Virgil. 156p. O '31 N. Y., Oxford \$3.50

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A book of sporting painters. 240p. il. Q '31 N. Y., Scribner \$15

Squires, William Henry Tapley, D.D.

The land of decision [lim., signed ed.]. 416p. (bibl. footnotes) il., maps O c. Portsmouth, Va., Printcraft Press \$10, bxd.

An historical study of Virginia.

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This volume includes nine plays, by Ibsen, Pinero, Hauptmann, Wilde, Donnay, Tchekoff, Schnitzler, Molnár and O'Neill, representing outstanding tendencies of the modern drama.

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Beauty's question and answer dictionary; modern book of authoritative beauty culture. 240p. il. O '31 Milwaukee, Caspar, Krueger, Dory Co. \$3

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The nurse's medical lexicon. 640p. D '31 N. Y., Wm. Wood \$2

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Business law cases. 456p. O '31 Chic., Walton Pub. Co., 332 S. Michigan Ave., fab., \$3; answers, \$3

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The adventures of Tom Sawyer. 278p. il. D (Winston cleartype classics) '31 Phil., Winston 88 c.

The prince and the pauper; new holiday ed.; il. by W. Hatherell. '31 N. Y., Har- per \$2.50

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A short history of French painting. 369p. il., map, diagrs. O '31 [N. Y.] Oxford \$3.50

The history of French painting from 1230 to 1930 in non-technical language for the layman. A guide to the places in every country where French paintings can be seen is included.

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Horning into Africa. 219p. il. O [c. '31] [Los Angeles, California Graphic Press, 3230 Sunset] \$3.50

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Keeping fit at forty. 119p. il. D '31 N. Y., Warne \$1.50

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Westfall

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Sunny Boy at Rainbow Lake. 208p. il. D (Sunny Boy ser.) '31 Newark, N. J., Barse & Co. 50 c.

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Brain and spinal cord; 4th ed. 337p. il. (pt. col.) O '31 Phil., Lippincott \$6

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A text-book of clinical neurology; 2nd ed., rev. 759p. (bibl.) il. (pt. col.), diagrs. O '31 Phil., Saunders \$8

Weisiger, George B.

Manual for the use of law books. 108p. Q '31 Ind., Bobbs-Merrill \$2

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Prolegomena to a new metaphysic. 120p. (bibl. footnotes) D '31 [N. Y., Macmillan] \$1.75

The author maintains that there is ascertained theoretic truth in both science and philosophy. Proceeding on the basis of Sir James Jeans's cosmology in "The Mysterious Universe" he attempts further conjectures.

Whymant, A. Neville John

Psychic adventures in New York; introd. by Sir Oliver Lodge. 49p. O ['31] Bost., May & Co. \$1

An account of the author's experiences at several spiritualistic séances to which he had been asked to act as interpreter, since the spirit voice spoke archaic Chinese in which the author is proficient.

Williams, Ben Ames

Honeyflow. 470p. D ['31] N. Y., Dutton \$2.50

The story of the career and romance of a great American prima donna, from her childhood in a remote New England town, through the end of her reign at the Metropolitan.

Willner, Sis

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Wirt, Mildred A.

Ruth Darrow and the Coast Guard. 216p. il. D (Ruth Darrow flying stories) '31 Newark, N. J., Barse & Co. 50 c.

Woman's beauty and shopping guide. 224p.

(bibl.) Tt [c. '31] Hackensack, N. J., Woman's Beauty & Shopping Guide, 126 Main St. flex. lea., \$1.50; \$2.50

Telling how to buy wisely, where to go for information about all sorts of articles and matters of interest, with many book lists, and some hints as to health and beauty culture.

Wood, Frederick T., comp.

Anthology of Augustan poetry, 1700-1751. 392p. front. D '31 N. Y., Macmillan \$3

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Mail pilot's hunch. 211p. il. D (Air pilot ser.) '31 Newark, N. J., Barse & Co. 50 c.

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pap., \$1.50; lim. numbered signed ed., \$2.50

A sketch of the life and an estimate of the work of the late Syrian poet.

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Thompson's law of corporations, 1931; supplement to 3rd ed. 1408p. O '31 Ind., Bobbs-Merrill buck., \$15

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Old and Rare Books

Frederick M. Hopkins

THE apparent increase of interest in rare books on natural history in the auction rooms this past year should make the appearance of Casey A. Wood's "Introduction to the Literature of Vertebrate Zoology" (Oxford: The University Press, 1931. 634 p. 4) momentous to bookmen. This catalog is based on the collections of McGill University, Montreal—one of the richest groups in the world—and Mr. Wood has compiled it in a way that discloses him not only as an eminent naturalist but as a competent bookman. His introductory essay, surveying the literature historically, is a real source of information, and the catholicity of inclusion in the catalog itself—ranging from a 14th century manuscript of Aristotle's writings to a 1930 pamphlet, "Golf Clubs as Bird Sanctuaries," published by the Audubon Societies—makes it a generally useful reference tool for all who handle books in this field. Its great strength in American authors, Audubon, Edwards, and others, gives it a unique place among general bibliographies of natural history. Mechanically, this magnificently printed catalog is all that it should be: it is equipped with indexes and cross-references, as needed; the entries are full, with full collation which generally includes pagination; number of plain and colored plates, size, etc. One feature of immense value to the trade is the volume's check-list of the more important periodicals—period covered, number of parts, pagination, presence of plates, etc., for each volume. In his notes, Mr. Wood displays his dual interest; he evaluates the titles as literature and supplies history and odd bits of information about copies and editions, and he frequently indicates rarity. Whether or not booksellers have the monumental "Catalogue of Books on Natural History,"

issued by the British Museum (London, 1903-15. 5 vols.), Mr. Wood's compilation should not be overlooked as an addition to a working collection of bibliographies on natural history.

THE sporting books and pictures from the library of Harry Worcester Smith of Worcester, Mass., together with his Frank Forester collection, was sold at the Ritter-Hopson Galleries, December 10, 455 lots bringing \$4,215.50. Interest centered in the Frank Forester collection, the most complete ever sold at auction. Among the Forester items of special interest were "The Brothers," 1835, which brought \$40; "Cromwell, an Historical Novel," 2 vols., 1838, \$65; "The Warwick Woodlands," 1845, backstrip missing, \$105; "My Shooting Box," 1846, \$53; "The Deerstalkers," 1849, \$47; "The Quorndon Hounds," 1856, \$45; "Prospectus and Specimens of Frank Forester's "Horse and Horsemanship," exhibiting the quality of paper, engravings, pedigrees, tables, etc., thin 4to, 1857, \$165; original manuscript of "Tribute to Tom Draw," 7 pp., 8vo, signed, \$100; original manuscripts of "The Vale of Warwick," 14 pp., 8vo, \$85; and typewritten manuscript of the catalog of the writings of Frank Forester in the collection of Harry Worcester Smith, \$100. This is the most complete collection of Forester ever sold at auction and many of the items set new high records. The illustrated catalog is an excellent piece of work, and with the prices is an invaluable guide to the dealer or collector specializing in the writings of this author.

STERLING W. CHILDS, of this city, Yale '91, has given to the Yale University Library an autographed manuscript of Thomas Carlyle's "Past and Pres-

ent." In announcing the gift, the university pronounced it one of the major accessions of the year. The manuscript is the copy sent by Carlyle to the printer. Only two complete manuscripts of a literary work by Carlyle are known to exist, both of them of "Past and Present." The first draft is in the British Museum. It has been found that the two manuscripts differ greatly, much more than do the printer's copy and the text of the first edition. The paper in which Carlyle wrapped the printer's copy of the manuscript has been preserved and accompanies it. On it is written, "Autograph 'Past and Present'; been at printer, been bedusted; very dirty; cui bono?") Words deleted, passages written between lines, and many other kinds of revisions, all indicate that Carlyle wrote with consummate care.

A MOST interesting catalog devoted to "Rare books in botany, agriculture, forestry, fruit-culture, gardens and gardening, herbals, early medicine and surgery, and tobacco," comes from Bernard Quaritch, Ltd., of London. A few of the rarer and more valuable items include *Curtis's Botanical Magazine*, 1787 to 1928, 154 vols., with general index, 157 vols. in all, £400; Thomas Morton's "New English Canaan, or New Canaan, containing an abstract of New England," etc., small 4to, Amsterdam, 1637, £115; Duhamel du Monceau's "Pomologie Française," 4 vols., folio, Paris 1838-46, £90; Monardes's "Joyfull Newes out of the new-found world, wherein are declared the rare and singular vertues of diuers and sundry herbs, trees, oyles, plants and stones, with their applications," small 4to, London, 1580, £120. The chief interest of these 1,151 items is the large number that are desirable, rare and moderately priced.

IN a foreword to one of his recent catalogs Charles F. Heartman says: "The collector has been awakened to the fact that he has been guided too much in the last few years by herd-instinct, and is now travelling the bypaths of sweet original investigation. Luck to him. Because, after all, what is more exciting than to make your own finds and discoveries." Curiously almost the same idea, in different words, comes from an American bookseller and an English bookseller, who has a large

American trade, both nearly in the same mail. There is much evidence that American collectors have more positive ideas of what they want to collect, and are being influenced less and less by what others are doing. This has been more apparent, perhaps, since the speculators have been less active, and the real collectors are more in the public eye.

BOOKS from the library of the late David Belasco of this city, 365 lots, sold on December 15 and 16, and brought \$4,349.50. The books that would have interested collectors were seldom in just the right condition, and prices frequently were low. Bryant's "Poems," 1821, original boards, hinges cracked, backstrip worn, foxed, brought \$170; Mrs. Eddy's "Science and Health," 1875, title-page stained, \$180; Bret Harte's "The Luck of Roaring Camp," 1870, first issue, \$235; Longfellow's "Hiawatha," 1855, \$27; "Melville's "Moby-Dick," 1851, corners rubbed, discolorations on covers, foxed, \$300; James Stephens's "The Crock of Gold," 1912, \$40; and Whittier's "At Sundown," 1890, privately printed, \$40.

THE current catalog of Maggs Bros., of London, is devoted to "English Literature of the 19th and 20th centuries, being a selection of first and early editions of esteemed authors and book illustrators, together with books on sports and pastimes." This quarto catalog contains 308 pages and 1,853 items, and the selections contain a wide range of first editions, many that are rare and valuable, and many, also, that are desirable but not rare or costly. It is a catalog to interest booklovers of this period; for they surely will find much that they would like to own.

CHARLES F. HEARTMAN, of Metchen, N. J., will begin the new year with a sale of rare Americana on January 5. The 178 lots include pamphlets, broadsides and rare books, and comprise very rare material relating to the Colonial and Revolutionary War periods. Mr. Heartman says: "This sale is made for the discriminating collector. . . . I refrain from going into details about single items because I do not wish to repeat the whole catalog here. Many of the books are singularly rare. . . . This little sale contains quite a

number of items which I have never met before."

W. S. DAMPER'S fine copy of the first issue of the fourth quarto edition of Shakespeare's "Tragedie of King Richard the Second," of 1608, according to a wireless despatch to the *New York Times*, was sold to The Rosenbach Company on December 15. The bidding started at £50 and the quarto was knocked down at £680. It is said that eight other complete copies are known. The John L. Clawson copy brought \$4,900 in this city in 1926.

A "CATALOG of Selections from the Rare Book Department" of Brentano's, 1 West 47th Street, comprising 499 lots, is of special interest at this time. It contains an excellent selection of rare items of Americana, criminology, first and rare editions of English and American authors, French memoirs, biography and history, and general literature. A reduction in price has been made for a limited period only, ranging from twenty to forty per cent.

A REVISED bibliography of the writings of James Branch Cabell, by J. R. Russell, is published by the Centaur Book Shop, of Philadelphia. Guy Holt's bibliography, published in 1924, is now out of print.

PERHAPS a prize for a rare book catalog this year should go to Dawson's Book Shop, for its catalog Number Eighty will itself become a collectors' item, as the four-page introduction is written by A. Edward Newton, and a charming introduction it is. "I have always wanted to own a bookshop," Mr. Newton says. "Had that been my good fortune, it would have been such a bookshop as Dawson's, a bookshop in which one might browse without restraint or enter into conversation with a well-informed attendant and learn something." The catalog is a beautiful piece of printing, set in the popular Lutetia type with the introduction printed in its lovely italics.

CALVIN COOLIDGE, president of the American Antiquarian Society, at Worcester, Mass., in his annual report says: "There are coming to light books and

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manuscripts relating to the past which are of great historical value. We appeal especially to those having such possessions to turn them over to our library in order that they may be available for scholars. One of the chief values of such an institution as this lies in its completeness. If the original sources and records relating to certain events of the past are collected in one place, they are not only much easier of access, but much more liable to be thoroughly examined by those who are making investigations. Such an opportunity makes their work very much more liable to be complete and accurate."

Catalogs Received

Americana, unusual autographs, pamphlets and other materials. (No. 120; Items 75.) The Union Square Book Shop, 30 East 14th St., New York City.

Architecture, art, biographies, etc. H. R. Huntting Co., Springfield, Mass.

Autographs. (No. 280; Items 500.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Beaux arts, peinture, sculpture, gravure. (Items 646.) Antiquariato W. Toscanini & Co., Via Cerva, 19, Milano, Italy.

First editions and rare books; American and English authors. (No. 7; Items 206.) H. A. Levinson, 7 West 44th St., New York City.

German books including contemporary literature, classics, popular fiction, art, history, memoirs, biography, philosophy, juveniles, etc. German Book Importing Co., Inc., 27 Park Place, New York City.

Incunaboli Manoscritti Autografi Libri Illustrati Dal Secolo XVI al XIX. (Items 121.) Libreria Antiquaria Ulrico Hoepli, Milano, Italy.

Klassische Philologie. (No. 653; Items 6562.) Buchhandlung Gustav Fock, Markgrafenstrasse 4, Leipzig, Germany.

Miscellaneous books. (No. 20; Items 360.) Gotham Book Mart, 51 West 47th St., New York City.

Modern first editions, association copies and autograph letters. (No. 172; Items 417.) The Frank Hollings Bookshop, 7 Great Turnstile, Lincoln's Inn Fields, London, W. C., England.

Near East and Egypt, including books relating to Arabia, Palestine, Syria, Mesopotamia, Greece, Turkey, Cyprus, etc. (No. 543; Items 744.) Francis Edwards Ltd., 83 High St., Marylebone, W. 1, England.

Numismatik. (No. 651; Items 3089.) Buchhandlung Gustav Fock, Markgrafenstrasse 4, Leipzig, Germany.

Old World history. (Series 6, No. 37; Items 1268.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

Orientalia. (No. 293.) B. H. Blackwell, 50 Broad St., Oxford, England.

Rare and valuable books including first editions, fine bindings, association and autograph copies with a selection of autograph letters, documents and manuscripts. (Items 2001.) Stewart Kidd, 19 East Fourth St., New York City.

A selected portion of the personal library of Arnold Bennett. (No. 173; Items 182.) The Frank Hollings Bookshop, 7 Great Turnstile, London's Inn Fields, London, W. C., England.

Sixteenth Century books. (No. 98; Items 535.) Grafton & Co., Coptic House, 51 Great Russell St., London, W. C. 1, England.

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ACE BOOK CO., 127 E. 23RD ST., NEW YORK
Faulkner. Idyll in the Desert.

ADELBERT COLLEGE LIB., CLEVELAND, OHIO
Childs. Tables of Physical Constants. 1930.
Combarieu. Music, Its Laws and Evolution.
1910.

Ellwood. The History and Life of Thomas Ellwood. Ed. by S. Graveson. 1906.
Ford, F. M. A Man Could Stand Up; No More Parades; Some Do Not.
Kandel. Reform of Secondary Education in France. 1924.
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Roucek, J. C. The Working of the Minorities System under the League of Nations. 1929.
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Roosevelt, Theodore. Progressive Principles. 1913.
Southern Historical Society Papers. Vol. 4.

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Burt. Hist. of Springfield, Mass.
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Watson, E. Hist. Western Canals of N. Y.
Willard, G. O. Hist. Providence Stage.
Willis. American Scenery.
Windsor. Narr. & Crit. Hist. of America.
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ASSOCIATED STUDENTS STORE, BERKELEY, CAL.
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 Cross. *The Short Story.* Latest ed. Chicago.
 Grey. *Recreation.* 1923. Houghton Mifflin.

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 Nat. Geog. Mag. for Aug., Sept., 1904; Mar.,
 1905.
 County, Town, Family Histories of Pa.

J. BAER & CO., HOCHSTR. 6, FRANKFURT A/M, GER.
 Robinson, E. A. *So Wrapped in Rectitude.* N.
 Y. 1931.
 Goodspeed. *Papyri fr. Karamis. (Studies in
 Classical Philology.)* Chicago. 1900.
 Goodspeed. *Greek Papyri fr. Cairo Museum To-
 gether with Papyri of Roman Egypt fr.
 American Collection.* Chicago. 1902.
 Vereinsadressbuch, Deutsch-Amerikan. 8 ed. for
 1926-27. Los Angeles. German-American
 Directory Publ. Co. 1926.

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 World Almanac. 1931 ed.
 Anti-Nicene Fathers. *Trans. Writings down to
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THE SYNDICATE TRADING CO. buys entire Remainders, large and small, of salable books. Dealers are requested to write for catalog or visit our Sample Room at 240 Madison Ave., New York. Tel. CA ledonia 5-8830.

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A THIEF filed the lock from my side-window case and stole the following books:

4 vol. set of Don Quixote. Old calf.
4 vol. set of Rabelais. Old calf. 1784.

Books Stolen—Continued

5 vol. set of Christmas Books. (Chas. Dickens. 1st ed. 3/4 wine morocco.)

3 copies of Mr. Knife and Miss Fork. Black Sun Press publication. 1931.

1 copy, Poems for Harry Crosby. Black Sun Press publication. 1931.

If any of these books are offered for sale kindly report immediately to Harry F. Marks, 21 West 47th Street, New York. BRyant 9-3988.

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THE BOOKMAN'S GLOSSARY

by John A. Holden

Every term that the collector, the dealer or the maker of books, uses is defined in this one volume, in all about 1300 entries. It is a mine of information on every aspect of bookmaking, book collecting and the business of books.

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Forthcoming Issues

❖ ❖ ❖ The Cheney Report is now being printed for the National Association of Book Publishers, and we hope to begin very soon giving our readers an idea of the ground which this vast document covers. We shall try to give some estimate of this report as soon as possible; but no one issue of the *Weekly* could cover all the ground; and we shall probably be commenting on the report for some weeks after it has finally been delivered to members of the publishers' association. ❖ ❖ ❖

Donald Bean, of the University of Chicago Press, has prepared for the *Publishers' Weekly* "More Visionary Meditations on Publishing," carrying on the arguments of Joseph Brewer's article in the December 12th issue. Mr. Bean has had fifteen years of experience in the university press field and prepared a report in 1929 on the problems of scholarly publishing.

❖ ❖ ❖ J. Kendrick Noble, of Noble and Noble, publishers of school and college textbooks, takes violent exception to many of the

statements of Mr. Brewer about text-books, and is preparing an article for the *Publishers' Weekly* on this phase of the subject. & & &

❖ ❖ ❖ Miss Ziener's article on changing your selling technique to suit the changed conditions under which one now has to sell had to be postponed from this week's issue until a January issue. ❖ ❖ ❖

The Publishers' Weekly
The American Booktrade Journal

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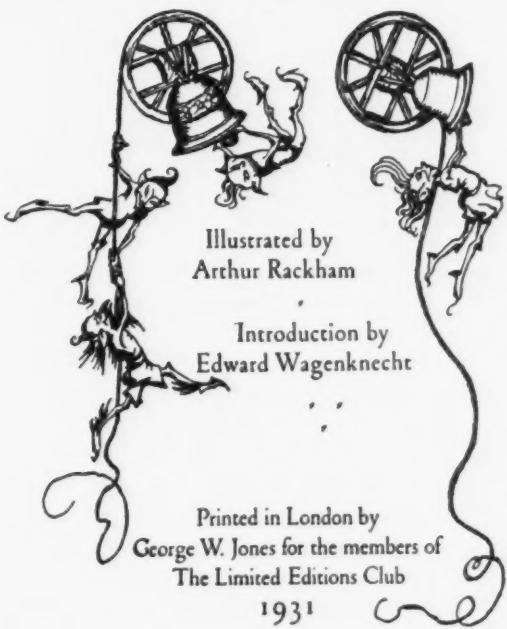
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This is the seventh printing of the list of PRIVATE BOOK COLLECTORS which is issued at three-year intervals. It has undergone numerous changes since 1928. The canvass shows the dropping of 241 addresses due to death, those no longer interested in buying books, and some names of collectors reported unworthy of credit.

In addition to these deletions, several hundred names that appeared in the list of 1928 were dropped, for the reason that no response was received to any of the three communications in sealed envelopes, mailed at intervals during the past six months. The number of *changes of address* is over two hundred.

The new list, however, is enriched by the addition of *450 new names of book-buyers with hobbies*, all eager to be in touch with current catalogs of old and rare items, and with publishers' announcements of limited and special editions of works that appeal to the collector. There are all-told about 2,000 addresses, with an index to the "hobbies" of each collector.

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